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ABSTRACT

This annotated bibliography of instructional aids is for teacher-coordinator use in supplementing a course of instruction in adult business and distributive education. The bibligraphy is arranged by subject areas, with films, filmstrips, transparencies, charts, tapes, and records listed for each area. Subject areas are: accounting and bookkeeping, banking and finance, business and economics, business skills, consumer education, distributive education, industrial management, insurance, law, office machines, personnel management, stenography, transportation, typing, and vocational guidance. Unless otherwise specified all films are 16 millimeter and all filmstrips are 35 millimeter. The source for purchase, free distribution, or rental is given by code. Names and addresses of producers and distributors are listed alphabetically. (CH)

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Instructional Materials for Adult Business and Distributive Education

ilmstrips
VISUAL AIDS WILL IMPROVE YOUR
audiotape
ORDER
TO IMPROVE INSTRUCT
THE "NEW MEDIA EDUCATOR"
NEW EDUCATIONAL MATERIALS
COMMUNICATE MOTIVATE EDUCATE then.
ULTIMEDIA
eative teaching
SOUND TAPE
TAPES
Filmstrips
ETV
mm MOTION PICTURE
OVERHEAD PROJECTORS

B E

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THE UNIVERSITY OF THE STATE OF NEW YORK, THE STATE EDUCATION DEPARTMENT,
BUREAU OF CONTINUING EDUCATION CURRICULUM DEVELOPMENT,
ALBANY, NEW YORK 12224
1969

ED0 37566

Instructional Materials for Adult Business and Distributive Education

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

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THE UNIVERSITY OF THE STATE OF NEW YORK, THE STATE EDUCATION DEPARTMENT,

BUREAU OF CONTINUING EDUCATION CURRICULUM DEVELOPMENT,

ALBANY, NEW YORK 12224

1969

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Foreword

Recently there has been a noticeable increase in the amount and variety of instructional materials available for educational purposes. These resources afford the instructor new opportunities to stimulate interest and make the learning process more meaningful. This guide has been developed to acquaint the instructor of business and distributive education subjects with some of the instructional aids that will permit him to do a more effective and satisfying job of teaching. This is not to be considered an exhaustive list nor interpreted as an official list of titles recommended by the State Education Department.

Appreciation is expressed to Herman Kerman, instructor in the Poughkeepsie Public Schools, for his efforts in compiling these instructional materials. Also the Bureau wishes to acknowledge the assistance of Audna T. Clum, librarian for the Averill Park Central Schools, for additional research related to the project. Catherine M. Bailey and William C. Flannigan, Associates in the Bureau of Classroom Communications, aided greatly in locating resource materials. Assistance relating to content was provided by Eugene P. Whitney, Associate in the Bureau of Business and Distributive Education. The project was coordinated, edited, and prepared for publication by Nelson S. Maurer, Associate in the Bureau of Continuing Education Curriculum Development.

HERBERT BOTHAMLEY, *Chief*
Bureau of Continuing Education
Curriculum Development

WILLIAM E. YOUNG, *Director*
Curriculum Development Center

Message to Instructors

The publication is divided into three main sections. In the first section the titles are arranged by major areas of subject matter and are divided into films, filmstrips, transparencies, charts, tapes, and records. Following the title the producer or agency for whom the item was made is listed and, when known, the release date is given. The length of a film or filmstrip is given in minutes or number of frames. Also the item is indicated as silent or sound and in color or black and white. Unless otherwise specified all films are 16 millimeter and all filmstrips 35 millimeter. To assist in securing the item, the source for either purchase, free distribution, or rental is given by code. This is usually followed by a short annotation to help determine the appropriate use of the listing. The names and addresses of producers and distributors are listed alphabetically by code in the next section and for easy cross-reference by name only in the last section.

To be used effectively audiovisual materials need to be selected carefully, related appropriately to the lesson, and presented skillfully. Preview each item before it is used to see that it will accomplish the desired results. Make arrangements with school personnel to have properly operating equipment delivered to the classroom prior to the time it is needed. Before the presentation discuss with the class or individual the points that are emphasized in the media. After the presentation design followup activities to assure that the important concepts or skills have been understood.

It is important to keep informed of new instructional aids that are constantly being made available to schools. Current releases of related audiovisual aids are usually listed in issues of such publications as *Balance Sheet, Business Education World,* and *Journal of Business Education.* Use the latest editions of *Educators Guide to Free Films, Free Tapes, Free Filmstrips,* and *Free and Inexpensive Learning Materials* as sources for additional instructional materials. Indexes such as *Educational Media Index #4, Index to 16 mm Educational Films,* and *Index to 35 mm Educational Filmstrips* are also useful for locating teaching aids. Since many 16 mm films are being put on 8 mm stock, it is advisable to determine if a film is available in the smaller size and also compatible with your equipment. An index like the *8 mm Film Directory* is useful for locating such titles.

Instructors are encouraged to communicate to this Bureau their experiences using the aids listed and to suggest additional materials that might be included in a subsequent revision of this publication.

HOBART H. CONOVER, *Chief*
Bureau of Business and
Distributive Education

JOHN E. WHITCRAFT, *Director*
Division of Occupational Education

Contents

Page

Foreword. iii

Message to Instructors. iv

List of Abbreviations vi

Annotated Listings. 1
    Accounting and Bookkeeping 1
    Banking and Finance. 4
    Business and Economics 8
    Business Skills. 16
    Consumer Education 20
    Distributive Education 22
    Industrial Management. 31
    Insurance. 33
    Law. 34
    Office Machines. 36
    Personnel Management 41
    Stenography. 45
    Transportation 49
    Typing 51
    Vocational Guidance. 54

Producers and Distributors by Code. 57

Producers and Distributors by Name. 66

Using Audiovisual Materials 72

List of Abbreviations

b&w.	black and white film
color	color film
F	distributed free except postage
fr.	frames
fs.	filmstrips
min.	minutes
P	source for purchase
R	source for rental
sd.	sound
si.	silent
trans.	transparencies

Annotated Listings

Accounting and Bookkeeping

Films

Accounting: basic procedures. CORF. 1962. 11 min. sd. b&w. P-CORF. R-BEF, SUNYB, INDU, UILL.
Explains the standard methods of keeping ledgers and journals and defines commonly used accounting terms.

Accounting, the language of business. AIA. 20 min. sd. b&w. R-BEF, SYRCU, UILL.
Relates the significance of public accounting in business and shows how a CPA helps solve problems for his client.

Introduction to accounting. BEVA. 1961. 15 min. sd. b&w. P-BEF. R-BEF.
Reviews the historical introduction of accounting, its importance, uses, sources of information, records, reports, and opportunities in the field.

Introduction to an electronic data processing center. NCR. 11 min. sd. color. F-NCR.
Shows the operations of an EDP center and the relationship of the center to the businesses it serves.

Once upon a punched card. IBM. 1964. 9 min. sd. color. F-IBM.
Presents an efficient way of handling a routine accounting job.

Weakness of unprotected written records. NCR. 20 min. sd. color. F-NCR.
Portrays the losses that can occur when hand posted records are used in business.

Filmstrips

Accounting cycle, the direct ledger entry, routine each month. BEVA. 1947. 68 fr. si. b&w. R-BEF.
Lists the steps in the accounting cycle and analyzes the trial balance.

Accounting cycle, the direct ledger entry, year end closing. BEVA. 1947. 86 fr. si. b&w. R-BEF.
Discusses the making of adjusting entries, how to balance and rule off accounts, and how to check the accuracy of the closing.

Bookkeeping series. MGHT. 1954. si. color. R-BEF.
A series of six filmstrips that presents the basic bookkeeping cycle and correlated with *Bookkeeping Simplified* by Freeman, Hanna, and Kahn.

- Bookkeeping equation and balance sheet - 25 fr.
- Closing entries - 39 fr.
- Journalizing and posting - 40 fr.
- Preparation of worksheet and financial statement - 39 fr.
- Preparing the trial balance - 36 fr.
- Use of accounts and analysis of transaction - 40 fr.

The closing phase of bookkeeping. SWPC. 1968. 43 fr. si. color. P-SVE.
Tells how to prepare a six-column work sheet and explains the recording, posting of closing entries, balancing, and rulings for each kind of general ledger.

Accounting and Bookkeeping

Filmstrips

Controlling accounts. BEVA. 1947. 107 fr. si. b&w. R-BEF.
Shows the workings of the controlling account and explains the use of the Accounts Receivable and Accounts Payable to check the total.

How to balance accounts. BEVA. 1947. 106 fr. si. b&w. R-BEF.
Illustrates why, when, and how accounts are balanced.

The journal—first lesson. BEVA. 1947. 95 fr. si. b&w. R-BEF.
Explains the recording of day-by-day business transactions in the journal.

The opening phase of bookkeeping. SWPC. 1968. 45 fr. si. color. P-SVE.
Shows opening of a set of books for a small motel business.

Posting—one journal, one ledger. BEVA. 1947. 76 fr. si. b&w. R-BEF.
Shows the posting of debit and credit amounts, post marking, the order of posting, and the time to post.

The recording phase of bookkeeping. SWPC. 1968. 47 fr. si. color. P-SVE.
Tells how to use T accounts to analyze transactions into debits and credits.

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Transparencies

Accounting. GREGG. 1968. P-GREGG.
A four-volume series of transparencies which demonstrates step-by-step accounting procedures and correlated with *Accounting 10/12* by Freeman, Hanna, and Kahn.
- Accounting systems and procedures - 32 trans.
- Business data processing fundamentals - 32 trans.
- Elements of financial needs - 32 trans.
- Special accounting procedures - 32 trans.

Accounting. TECN. P-TECN.
Provides 10 blank standard accounting forms for making simple entries.

Bookkeeping. TECN. 60 trans. color. P-TECN.
A series of 60 transparencies covering a complete bookkeeping course.
- Check forms and procedures - 5 trans.
- Fixes assets - 6 trans.
- Merchandising business - 19 trans.
- Payroll procedures - 8 trans.
- Service business - 16 trans.
- Special journal forms - 6 trans.

Bookkeeping. UTI. 11 trans. P-UTI.
Shows procedures for various bookkeeping systems.

Bookkeeping and accounting. SWPC. 22 trans. P-SWPC.
Provides 22 transparencies that are correlated with *20th Century Bookkeeping and Accounting*, 23rd ed.
- Bookkeeping forms - 10 trans.
- Bookkeeping concepts - 6 trans.
- Bookkeeping relationships - 6 trans.

Bookkeeping and accounting. VPD3M. Bus. #1. P-VPD3M.
Illustrates various business, banking, and accounting forms.

The income tax. VPD3M. 1968. Bus. #2. P-VPD3M.
Outlines the U.S. taxing system.

Personal checking accounts and income taxes. GREGG. 12 trans. P-GREGG.
Shows procedures related to a checking account and how to complete income tax forms.

Charts

Bookkeeping and accounting charts. SWPC. Eight. 46" x 57". P-SWPC.
Illustrates bookkeeping relationships and concepts and correlated with *20th Century Bookkeeping and Accounting,* 23rd ed.

Bookkeeping procedure visualized. NATLBB. b&w. 21 1/2" x 27 1/2". P-NATLBB.

Clerical records charts. TAI. Five. 19" x 25". color. P-TAI.
Shows commonly used business forms in the areas of sales, purchases, stockkeeping, receiving, and production.

Income tax charts. IRS. 32" x 44". F-IRS.
Shows procedures for completing income tax forms.

Social Security charts. USSSA. Four. 32" x 44". F-USSSA.
Presents information on Social Security benefits.

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Tapes

Bookkeeping—first year. ERAS. 48 reels. P-ERAS.
Provides 96 lessons that are correlated with *20th Century Bookkeeping and Accounting,* 23rd ed.

Banking and Finance

Films

At any given moment. AMEXCO. 11 min. sd. color. R-BEF.
Shows the use of travelers checks, safe deposit vaults, the obtaining and processing of loans, and the advisory services available at banks.

Bank holiday crisis of 1933. MGHT. 1957. 27 min. sd. b&w. P-MGHT. R-BEF, SYRCU, UILL.
Reconstructs the events of March 6, 1933, when all banks were closed by President Roosevelt in order to avert the panic sweeping the country.

Banking in action. ABA. 20 min. sd. color. b&w. P-ABA. F-AF.
Shows how commercial banking has helped shape America's history and build a nation.

Behind the ticker tape. ASE. 1956. 21 min. sd. color. F-UEVA.
Explains the functions of the brokers and specialists and shows the step-by-step execution of an order on the floor of the Exchange.

The check collection process. INDU. 1961. 21 min. sd. b&w. P-INDU. R-BEF, INDU, UILL.
Presents the functions of the clearinghouse, the correspondent bank, and the check collection facilities of the Federal Reserve System.

Films

Credit. DBI. 1967. 14 min. sd. color. F-MTP.
Tells how credit operates in its important role of stimulating business.

Federal Reserve Bank and you. USFRB. 1950. 22 min. sd. b&w. F-USRFB. R-BEF, UILL.
Points out why and how the Federal Reserve influences the nation's volume of money and credit, how it enables commercial banks to serve their customers better, and how it serves as a banker for the U.S. Treasury.

Federal Reserve System. EBE. 1950. 20 min. sd. b&w. P-EBE. R-BEF, SUNYA, SYRCU, INDU, UILL.
Explains the purpose and operation of the Federal Reserve System showing how it grew naturally out of a national need and was designed to meet certain economic conditions.

Getting started. NAM. 1956. 13 min. sd. b&w. F-NAM.
Tells about the ways to finance a small business.

Good old Sam. MLPFS. 39 min. sd. color. F-SMUSA.
Explains what the average investor can accomplish with long-term investments.

Films

How stocks are bought and sold. MLPFS. 20 min. sd. color. F-SMUSA.
Explains how a person with stock to sell finds a buyer and shows the actual transaction on the floor of the New York Stock Exchange.

How to invest and why. MLPFS. 1955. 20 min. sd. b&w. F-SMUSA.
Reports on how inflation can decrease the value of money reserves and what careful investment practices can do to help the individual protect his savings from attrition.

The lady and the stock exchange. NYSE. 27 min. sd. color. F-MTP.
Tells how the Stock Exchange works, the function of brokers, and sensible investment approaches for men and women.

A man to know. ABA. 13 1/2 min. sd. b&w. F-AF.
Illustrates the role that the banker plays in community life.

The man who owns America. NAM. 1957. 14 min. sd. b&w. F-NAM.
Shows the importance of savings in the American economy.

Manage your money. ABA. 1967. 14 min. sd. color. P-ABA. F-NYSBA (or any local commercial bank).
Shows how to do a better job of using money to get things a person wants.

Mr. Webster takes stock. MLPFS. 30 min. sd. b&w. F-SMUSA.
Explains the operation of the stock market.

Films

Money and banking. ABA. 1967. 28 min. sd. color. P-ABA. F-NYSBA (or any local commercial bank).
Offers a clear explanation of the role of the commercial bank and how checks are cleared and gives a graphic presentation of the method of calculating interest on loans.

Money on the move—The Federal Reserve today. USFRB. 1963. 27 min. sd. color. F-USFRB.
Shows the way money is put into and taken out of circulation, how personal checks are processed, and how widely diversified information on money and credit is collected and used.

Paying by check. ABA. 1966. 14 min. sd. color. P-ABA. F-NYSBA (or any local commercial bank).
Explains the writing of a check and the handling of a checking account.

A penny saved. CUNA. 14 1/2 min. sd. color. F-AF.
Shows how three families, who live in the same community and earn the same income, solve their money problems.

Science of money. ALM. 1956. 22 min. sd. b&w. R-BEF.
Traces the history of money from wampum to today's currency and explains that money is only a medium of exchange and valueless if there is nothing to buy.

The speculators. CBT. 1962. 30 min. sd. color. F-SMUSA.
Shows the Grain Exchange in operation and explains how speculation serves the farmer, grain handler, manufacturer, and housewife.

Films

Step into banking. ABA. 1967.
14 min. sd. color. P-ABA. F-NYSBA (or any local commercial bank).
Deals with career opportunities available in the field of banking.

The story of a check. FA. 1966.
13 min. sd. b&w. R-SYRCU.
Illustrates how a checking system works and how millions of dollars worth of checks are processed every day.

'Til debt do us part. CUNA. 1958.
15 min. sd. b&w. F-AF.
Gives a lesson in wise money management for anyone who has ever had financial difficulties "keeping up with the Joneses."

Understanding the dollar. CORF. 1953. 11 min. sd. b&w. P-CORF. R-BEF, SUNYB, SYRCU, INDU, UILL.
Examines money as a medium of exchange and analyzes the factors that influence its real value.

Using bank credit. ABA. 10 min. sd. b&w. R-BEF, INDU.
Tells the story of a small businessman who wishes to expand and decides to get a loan from the bank.

What makes us tick. NYSE. 1964.
12 min. sd. color. F-MTP.
Illustrates the operation of the New York Stock Exchange and the role it plays in the nation's economy.

Windows on the world. CMB.
28 1/2 min. sd. color. F-AF.
Shows how international banking helps stabilize economies, stimulate industrial growth, and improve living standards all over the world.

Films

You and your money. USFRB. 1955.
12 min. sd. b&w. R-BEF.
Traces the travels of a dollar from consumer to retailer to wholesaler to manufacturer and back to consumer.

Your share in tomorrow. NYSE. 1956.
27 min. sd. color. F-MTP.
Explains stock transactions, the function of brokers, and how everyone can share in America's boundless future.

Your town. ABA. 1966. 14 min. color. sd. P-ABA. F-NYSBA (or any local commercial bank).
Deals with the services of a commercial bank.

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Filmstrips

Accepting deposits. NABAC. 1967. 12 min. sd. color. P-NABAC. R-NABAC.
Outlines in a step-by-step analysis the proper handling of money to reduce error.

Basic internal safeguards. NABAC. 1965.
12 min. sd. color. P-NABAC. R-NABAC.
Deals with bank embezzlement and how it can be prevented.

Being a good teller. NABAC. 1967.
13 min. sd. color. P-NABAC. R-NABAC.
Discusses simple behavior and work patterns for tellers.

Cashing checks. NABAC. 1967. 11 min. sd. color. P-NABAC. R-NABAC.
Outlines cashing a check, verifying sufficient available funds, and validating endorsements and signatures.

The challenge of EDP. NABAC. 15 min. sd. b&w. P-NABAC. R-NABAC.
Explains what the computer can do and cannot do for a bank.

Filmstrips

The EDP feasibility study. NABAC. 1964. 15 min. sd. color. P-NABAC. R-NABAC.
Portrays steps to be taken by a bank before converting from conventional bookkeeping to electronic data processing.

Money handling for tellers. NABAC. 1965. 12 min. sd. color. P-NABAC. R-NABAC.
Shows how bank tellers may utilize proper cash handling methods to ensure a positive transaction.

NABAC teller model. NABAC. 1964. 15 min. sd. color. P-NABAC. R-NABAC.
Illustrates how banks may use scientific and technical means to solve problems.

Our money system. GA. 1968. 109 fr. sd. color. P-GA.
Shows the interrelationships of financial institutions and their practical effects on daily life.

Proper handling of checks. MGHT. 1951. 45 fr. si. color. P-MGHT.
Traces the history of a check through a typical business transaction from the time it is made out until it reaches the maker's bank.

The role of the commercial banking system. ABA. 1960. 112 fr. si. color. P-JCEE.
Describes the evolution of money and banking, the uses of bank services, and the function of banking in the economy.

The role of the Federal Reserve System. JCEE. 1960. 111 fr. si. color. P-JCEE.
Explains the demand for credit, the supply for credit, and the problem of economic balance between supply and demand.

Filmstrips

Uncollected funds and overdrafts. NABAC. 1967. 14 min. sd. color. P-NABAC. R-NABAC.
Reviews the hazards of permitting overdrafts and the operation and detection of a check kite.

Your bank — the role it plays in your community. ABA. 26 fr. si. color. F-NYSBA (or any local commercial bank).
Shows the people and organizations served by a bank.

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Transparencies

Personal checking accounts and income taxes. GREGG. 30 trans. P-GREGG.
A series of transparencies that presents the intricacies of opening a checking account and procedures for completing tax forms.

Business and Economics

Films

Age of specialization. MGHT. 1957. 13 min. sd. b&w. P-MGHT. R-BEF, SYRCU, INDU.
Tells how four men speculate about changes the new century will bring and shows the subsequent technological changes in production, communications, and transportation which required a great increase in the specialization of skills.

Allocating our resources. CBSTV. 1962. 30 min. sd. b&w. P-CAROUF. R-SYRCU.
Compares and contrasts the way a state controlled economy and a free market allocate their resources.

America: the edge of abundance. NET. 59 min. sd. b&w. R-INDU.
Explores the far-reaching economic and social consequences of the increasingly automated and computer-oriented society in the United States as viewed by British television.

The American tax system. NBCTV. 1962. 30 min. sd. b&w. R-UILL.
Evaluates the basic American taxes.

America's distribution of wealth. NEP. 1955. 13 min. sd. b&w. R-BEF.
Demonstrates how our income is divided among the various population groups.

Films

The anatomy of free enterprise. MLA. 1963. 20 min. sd. b&w. P-MLA. R-MLA, UILL.
Shows how markets operate to supply goods and services and still reflect the free choice of the buyer and seller.

Assignment: America. NEMLIC. 28 min. sd. color. F-AF.
Presents a guided tour of America that shows how the wonders of nature and the works of man are united in a dynamic and creative partnership.

Automation—what it is and what it does. P-CORF. 1966. 14 min. sd. b&w. P-CORF. R-BEF, SYRCU, UILL.
Explores automation from the electric can opener to transfer machines in the assembly line to a computer-controlled petroleum refinery.

The basic elements of production. EBE. 1954. 13 min. sd. b&w. P-EBE. R-BEF, SYRCU, INDU, UILL.
Contrasts handmade to assembly-line production and emphasizes the need of natural resources, labor, capital, and management.

Before the day. USSSA. 1961. 30 min. sd. b&w. F-NYSDC. R-BEF, INDU.
Traces the history and need of Social Security and covers all types of protection that are available to the individual.

Films

Breaking the trade barrier. MGHT. 1962. 54 min. sd. b&w. P-MGHT. R-BEF, SYRCU, INDU, UILL.
Explores the challenge of the European Common Market and its effect on the American economy.

Building for industry. INDU. 30 min. sd. b&w. (Shelter for man ser.) R-INDU.
Indicates that the factors which influence the shape of factories are invention, power sources, and public opinion and the form a particular piece of equipment takes has a great deal to do with the shape of the building in which it is housed.

The care and feeding of ideas. NAM. 13 min. sd. b&w. R-BEF.
Presents the story of the patent system and shows how patents have stimulated our economic growth.

Case for competition. CBSTV. 1962. 30 min. sd. b&w. P-CAROUF. R-SYRCU.
Explains the importance of competition in getting lower prices and a wider variety of products and presents differing views of monopoly, labor, profits, and subsidies.

Census sixty. USBC. 15 min. sd. b&w. F-USBC. R-SYRCU, INDU.
Presents the mechanics involved in collecting, sorting, and processing information gathered in the 1960 census.

Company for lunch. XEROX. 1966. 25 min. sd. b&w. F-SMUSA.
Tells the story of an annual meeting of shareholders of the Xerox Corporation.

Films

Competition and big business. EBE. 1952. 22 min. sd. color. P-EBE. R-BEF, SYRCU, INDU, UILL.
Clarifies the meaning of competition by analyzing the role of big business in terms of its bearing on entry into the market, technological progress, and the problems of monopoly in a society where public interest and social responsibility are crucial.

Competition in business. CORF. 1961. 13 1/2 min. sd. b&w. P-CORF. R-BEF, INDU, UILL.
Indicates the principles underlying business competition including free enterprise and the development of new and improved products.

Economic growth. NET. 1963. 29 min. sd. b&w. (Amer. bus. ser.) R-INDU.
Shows the causes of growth, how it is measured, and the factors which impede growth by hampering capital accumulation and investment.

Economic growth. NYU. 29 min. sd. b&w. (Nat. goals ser.) R-NYU, INDU, UILL.
Compares American and Soviet rates of expansion and discusses problems of automation, standards of living, and individual initiative in our economic position.

Eddie, Inc. MAY. 26 1/2 min. sd. color. F-AF.
Portrays the free enterprise system by showing neighborhood boys starting their own business.

The entrepreneur, part I. NET. 29 min. sd. b&w. (Search for Amer. ser.) R-INDU.
Presents opinions concerning the risks involved in business, the rewards obtained, the worries present, and the type of social structure necessary to permit independent development of abilities.

Films

The entrepreneur, part II. NET. 29 min. sd. b&w. (Search for Amer. ser.) R-INDU.
Continues the examination started in part I.

Everybody knows. USCC. 15 min. sd. b&w. R-BEF.
Spotlights the vital facts about wages, prices, profits, cost of living productivity, and jobs by a forceful story about a man who tries to think through basic economic problems as they affect him.

Everyday economic terms. MLA. 1963. 20 min. sd. b&w. P-MLA, UILL.
Defines economic terms and explains the operation of our economic system.

Exports, imports, dollars, and gold. CBSTV. 1962. 30 min. sd. b&w. P-CAROUF. R-SYRCU.
Explains the classic "doctrine of comparative advantage" and considers the role of gold in international payments.

Faces and fortunes. KIMBCK. 1959. 17 min. sd. color. F-KIMBCK.
Gives a vivid definition of corporate identity and its role in today's industry and business.

The factory: how a product is made. FA. 1957. 14 min. sd. color. R-SYRCU, INDU, UILL.
Traces the many steps involved in the making of a typical factory product.

Federal taxation. CORF. 1965. 11 min. sd. b&w. P-CORF. R-BEF, SYRCU, INDU, UILL.
Outlines personal, corporation, excise, and luxury taxes and shows the many ways in which the tax money is used.

Films

Goals and growth. CBSTV. 1962. 30 min. sd. b&w. P-CAROUF. R-SYRCU.
Examines the gross national product and other indices used to measure our economy and explains the need for economic freedom.

Government and the market. NET. 1963. 30 min. sd. b&w. (Amer. bus. ser.) P-INDU. R-NAM, INDU.
Tells the role of government in the economy and how government actions modify the operation of a free market.

Growth of big business in America: 1865-1900. CORF. 1967. 16 min. sd. b&w. R-BEF, SYRCU.
Shows the causes and events which resulted in the development of big business.

How it evolved. NET. 1963. 30 min. sd. b&w. (Amer. bus. ser.) P-INDU. R-NAM, INDU.
Traces the evolution of American business methods from early colonial times to modern-day corporate procedures.

Inc. AICPA. 1966. 22 min. sd. color. P-AICPA. F-AF.
Presents the functions of the corporation and shows it as a central institution in the American economy.

The individual in the modern world. CGW. 28 min. sd. b&w. F-AF.
Discusses the problems facing mankind in a fast changing industrialized society.

Inflation. EBE. 1953. 20 min. sd. b&w. P-EBE. R-BEF, SYRCU, INDU, UILL.
Defines inflation, reveals its causes, effects, and gives measures for its solution.

Films

Information retrieval. IBM. 1961. 18 min. sd. color. F-IBM.
Relates how information retrieval procedures enable a hypothetical but typical company to solve its communication problems.

Installment buying. CORF. 1948. 11 min. sd. b&w. P-CORF. R-BEF, SYRCU, SUNYA, INDU, UILL.
Notes some of the pitfalls of installment buying and encourages a complete investigation of contracts and interest rates.

Introduction to foreign trade. CORF. 1951. 10 min. sd. b&w. P-CORF. R-BEF, SYRCU, INDU, UILL.
Emphasizes the importance of foreign trade to our economy and presents a general picture of the mechanics of international commerce.

It's everybody's business. USCC. 22 min. sd. color. P-USCC. R-USCC.
Explains how profits and individual investments create jobs, how competition keeps values high and prices low, and how the government should function in a free economy.

Law of demand and supply. CORF. 1952. 11 min. sd. b&w. R-BEF, SYRCU, INDU, UILL.
Shows how the law of supply and demand affects business and how such factors as government controls, monopolies, and weather may influence the sale of a specific product.

Let's face it, part I. AEF. 1950. 20 min. sd. b&w. P-AEF. R-AEF.
Presents the various costs of producing a product and shows the need for cooperation among management, labor, and the stockholder.

Films

Let's face it, part II. AEF. 1950. 16 min. sd. b&w. P-AEF. R-AEF.
Shows that close cooperation among labor, management, and the stockholder can increase production.

The managerial revolution. NICB. 26 min. sd. b&w. F-AF.
Tells the course and development of American industry from Henry Ford to the space age and highlights the factors and the forces that have shaped our times including the mass production revolution, birth of big industry, relations between labor and capital, and the expanded role of the government.

The market and the individual. NET. 1963. 30 min. sd. b&w. (Amer. bus. ser.) P-INDU. R-NAM, INDU.
Shows how abundantly the needs and wants of the American people are met through a business system of free choice.

Mass production worker. NET. 29 min. sd. b&w. (Search for Amer. ser.) R-INDU.
Examines the values of three men engaged in automobile production concerning work on the assembly line, the importance of salary, and differences between management and labor.

Mr. Europe and the Common Market. CBSTV. 1962. 52 min. sd. b&w. P-CAROUF. R-SYRCU, INDU, UILL.
Examines the establishment of the union of the European countries into the Common Market and explains the economic relationship between the United States of Europe and the United States of America.

Films

The nation's resources. NET. 1963. 30 min. sd. b&w. (Amer. bus. ser.) P-INDU. R-NAM, INDU.
Deals with the nation's resources of land, labor, capital, and managerial talent on which business depends to provide goods and services.

Owning a share of America. NAM. 13 min. sd. b&w. R-BEF.
Shows a stockholders' meeting where the investors may question the officers regarding management, finances, and general operation and then vote secretly for the policies they favor.

Portrait of a man. PENN. 28 min. F-AF.
Presents the profile of an American business man and the guiding philosophy that he used to build a nationwide retail enterprise.

Principles of taxation. NBCTV. 1962. 30 min. sd. b&w. R-UILL.
Compares the principal tax sources of each of the three levels of government and outlines the various principles on which a tax system should be based.

Production and marketing. NET. 1963. 30 min. sd. b&w. (Amer. bus. ser.) P-INDU. R-NAM, INDU.
Considers the functions of production and marketing and shows how the problems of producing and distributing goods are handled.

Productivity - key to progress. MLA. 1964. 18 min. sd. b&w. P-MLA. R-MLA, UILL.
Explains how the factors of productivity have worked under capitalism to provide a greater rate of growth than any other country.

Films

Profit system. NEP. 1955. 13 min. sd. b&w. R-BEF.
Shows that profits make possible a continuing stream of technological advances and better products which contribute to our rising standard of living.

Profits and progress. NAM. 1957. 13 min. sd. b&w. F-NAM.
Points out how profits help the employee, employer, and public.

Protective tariff vs. free trade. CBSTV. 1957. 26 min. sd. b&w. P-MGHT. R-BEF, SYRCU, UILL.
Indicates the complex and controversial problems and issues that arise when tariffs are increased.

Rise of organized labor. MGHT. 1960. 18 min. sd. b&w. P-MGHT. R-BEF, SYRCU, INDU, UILL.
Explains the economic conditions which encouraged workers to join unions and shows how the unions built their organizations.

The role of the market. NET. 1963. 30 min. sd. b&w. (Amer. bus. ser.) P-INDU. R-NAM, INDU.
Tells what the market is, what it does, and how it operates to determine prices and allocate resources.

Sam'l and Social Security. USSSA. 1962. 14 min. sd. b&w. F-NYSDC. R-BEF, SYRCU.
Describes the origin of Social Security, how it works, how it is administered, and what it means to every family.

Search for stability. CBSTV. 1962. 30 min. sd. b&w. P-CAROUF. R-SYRCU.
Explains how the Federal Reserve Bank and the government can influence the stability of the economy and help reduce fluctions in prices, jobs, and production.

Films

Secret of American production. NEP. 1955. 13 min. sd. b&w. R-BEF.
Outlines the elements of American production including the freedom to work, compete, invest, advance, and plan.

Small business U.S.A. DBI. 1965. 30 min. F-NYSDC.
Shows various methods of operating a successful business on a small scale.

Spirit of enterprise. NEP. 1955. 13 min. sd. b&w. R-BEF.
Shows the difficulties encountered by a young couple starting in business and how their courage, determination, and resourcefulness carried them through to success.

Strawberries—with cream. CLUSA. 1962. 14 min. sd. color. F-MTP.
Tells the story of how people in many walks of life work together to help themselves, and each other, through cooperative organizations.

Success story. NET. 29 min. sd. b&w. R-INDU.
Shows that business management today is largely in the hands of organization men who have found the key to success in "adjustment," "belongingness," and "well-roundedness."

Technological development. NET. 1963. 30 min. sd. b&w. (Amer. bus. ser.) P-INDU. R-NAM, INDU.
Examines the role technology has played in American business and shows how competition compels a constant search for better products and processes.

Films

To reach the dawn. REYMC. 47 1/2 min. sd. color. F-AF.
Traces the founding and development of a large metal company.

Twenty-nine boom and thirties depression. MGHT. 1960. 14 min. sd. b&w. P-MGHT. R-BEF, SYRCU, UILL.
Shows the events of the period, their causes, and significance then and now.

Voice in business. IBM. 1960. 14 min. sd. b&w. R-BEF.
Presents an annual meeting where stockholders nominate and vote a board of directors and discuss and approve splitting of the stock, retirement plans, and new products.

Voyage to Akimera. INLI. 13 1/2 min. sd. color. F-AF.
Depicts the role of private savings and investments in developing and sustaining a dynamic economy and a high employment level.

Web of taxes. MLA. 1960. 20 min. sd. b&w. P-MLA. R-MLA.
Examines the growth of federal and local spending, with emphasis on the proper cost of government and how it should be paid.

What is automation. FA. 1965. 14 min. sd. color. R-INDU, UILL.
Indicates the advantages of automation and shows the operation of a bakery that has been completely automated.

What is business. CORF. 1950. 11 min. sd. b&w. P-CORF. F-NYSDC. R-BEF, SUNYA, SYRCU, INDU, UILL.
Tells how goods and services are produced and distributed to satisfy demand in a profit motivated system.

Business and Economics

Films

What is a contract? CORF. 1948. 11 min. sd. b&w. P-CORF. F-NYSDC. R-BEF, SYRCU, SUNYA, INDU, UILL.
Gives the elements of mutual assent, competent parties, legal bargain, and consideration in both oral and written contracts.

What is a corporation? CORF. 1949. 10 min. sd. b&w. F-NYSDC. R-BEF, SUNYA, SYRCU, INDU, UILL.
Differentiates among the three principal forms of business ownership—single proprietorship, partnership, and a corporation.

What is money? CORF. 1947. 11 min. sd. b&w. P-CORF. R-BEF, SYRCU, INDU, UILL.
Indicates how money functions as a standard of value, standard for future payment, storehouse of value, and medium of exchange.

Why play leapfrog? SUEF. 1950. 10 min. sd. color. R-BEF, INDU, UILL.
Points out that wage raises based on increased productivity increase purchasing power, but that wage raises without corresponding increases in productivity force prices higher so that the two can, and frequently do, "play leapfrog."

Working together. EBE. 1952. 23 min. sd. b&w. P-EBE. R-BEF, SYRCU, INDU, UILL.
Portrays how workers and management learned from experience that working together pays.

Filmstrips

Economics for our times series. MGHT. 1962. P-MGHT.
A series of filmstrips that develops an understanding of important economic concepts and correlated with *Economics for Our Times* by Smith.

- American capitalism - 41 fr.
- Controlling the business cycle - 41 fr.
- Gross national product - 41 fr.
- Index numbers and economic statistics - 41 fr.
- Inflation and you - 41 fr.
- Understanding international trade - 41 fr.

Economics series. MGHT. 1950. P-MGHT.
A series of filmstrips that presents a realistic picture of our economic system and correlated with *Economics: An Introductory Analysis* by Samuelson.

Set 1
- Basic economic concepts - 40 fr.
- Money, prices, and interest - 44 fr.
- National income, part I - 36 fr.
- National income, part II - 36 fr.
- Saving and investment - 47 fr.

Set 2
- Banking and monetary control - 37 fr.
- Business cycles and fiscal policy 36 fr.
- International trade - 36 fr.
- Profit and cost equilibrium - 44 fr.
- Supply and demand - 34 fr.

Filmstrips

Evolution of American industry, enterprise and welfare, 1650-1960's series. SVE. 1966. sd. color. P-SVE.

A series of filmstrips that presents the social, political, and economic features which shaped the country during its growth.

Beginnings of American industry - 58 fr.
Natural resources and new frontiers - 61 fr.
Creation of modern industrial America - 58 fr.
Social and economic development - 59 fr.

Fundamentals of economics series. EGH. 1964. sd. color. P-EGH.

A series of filmstrips that presents some basic elements of the dynamics of our form of government and economic system.

Banks and banking - 36 fr.
Business organization - 41 fr.
Credit buying - 42 fr.
Labor and labor unions - 41 fr.
Money - 36 fr.
Population - 34 fr.
Taxes - 40 fr.
What is economics - 35 fr.

General business series. MGHT. 1956. P-MGHT.

A series of filmstrips that points out the importance of the world of business to our modern way of life and correlated with *General Business for Everyday Living* by Price and Musselman.

Business and government - 34 fr.
Communications in modern life - 35 fr.
Looking at business careers - 33 fr.
Succeeding in your career - 35 fr.

Filmstrips

Transportation and modern life - 35 fr.
Using travel services - 35 fr.

An inside view of the U.S. economy. SCHMAG. 1968. 48 fr. color. P-SCHMAG.

Deals with the workings of our economy.

Labor: men, jobs, and automation. NYT. 1965. si. (Economics package) P-NYT. R-SUNYB.

Discusses unemployment despite an expanding economy, the growth in service jobs, and the poverty stricken portion of our population.

The U.S. economy. NYT. 1967. sd. 60 fr. b&w. P-NYT.

Gives a broad picture of wages, prices, labor, taxes, the role of government, and the paradox of poverty in a land of plenty.

The world of economics series. MGHT. 1963. si. color. P-MGHT.

A series of filmstrips that illustrates the major role of the free market in solving the problems of production, distribution, and economic growth.

Comparative economic systems - 35 fr.
The distribution of income - 34 fr.
Economics - the science of free choice - 35 fr.
Markets in a free economy - 34 fr.
Money and banking - 36 fr.
Wages and hours - 36 fr.

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Transparencies

Economics. TWEEDY. 1968. color. 49 trans. P-TWEEDY.

A series of transparencies designed to supplement any standard high school course on economics.

Business Skills

Films

Build your vocabulary. 2nd ed. CORF. 13 min. sd. color. or b&w. P-CORF. R-BEF, SYRCU, UILL.
Tells practical ways to increase and improve one's vocabulary.

Duties of a secretary. NEF. 30 min. sd. b&w. R-BEF, UILL.
Demonstrates the duties of the secretary by showing the wrong and right ways to handle the job.

Effective listening. MGHT. 15 min. sd. b&w. 1959. P-MGHT. R-BEF, SYRCU.
Discusses the importance of listening, the major obstacles to effective listening, and ways in which good listening habits can be developed.

Extra step. USCSC. 30 min. sd. color. F-USCSC.
Depicts the ways in which office employees should deal with the public.

Filing procedures in business. CORF. 1965. 13 min. sd. b&w. or color. P-CORF. R-BEF, SYRCU, UILL.
Details a typical filing system in action and explains the different systems of filing.

From eight to five. AUBU. 1963. 22 min. sd. color. R-INDU, UILL.
Contrasts undesirable secretarial practices with more efficient and desirable ways of carrying out a wide variety of secretarial responsibilities.

Films

From sentences to paragraphs, part I. INDU. 1956. 30 min. sd. b&w. (Quill ser.) R-AF, INDU, UILL.
Shows how to develop a paragraph from a general statement into specific statements.

From sentences to paragraphs, part II. INDU. 1956. 30 min. sd. b&w. (Quill ser.) R-AF, INDU, UILL.
Discusses how generalities in a paragraph should be supported by evidence.

Getting the facts. EBE. 1953. 11 min. sd. b&w. P-EBE. R-BEF, INDU, UILL.
Demonstrates that proper information is necessary in order to make intelligent decisions and discusses the roles of the newspapers, radio, television, and libraries.

Grammar: verbs and ways we use them. CORF. 1957. sd. b&w. P-CORF. R-BEF, SYRCU, INDU, UILL.
Shows the essentials of verb forms and what verbs do in sentences.

High speed reading. LTS. 1954. 8 min. sd. b&w. R-BEF.
Uses normal and slow motion photography to show individuals reading up to 6,120 words per minute and presents the techniques used to develop this skill.

How to remember. CORF. 1950. 10 min. sd. b&w. P-CORF. R-BEF, SYRCU, INDU, UILL.
Tells how to memorize a selection, while explaining the process of remembering.

Films

If an elephant answers. BELL. 1966. 26 min. sd. color. F-BELL, NYSDC.
Shows how a telephone call to an office sets off a series of frustrating and amusing incidents which might have been avoided if the call had been properly handled in the beginning.

Improve your punctuation. CORF. 1959. 11 min. sd. b&w. P-CORF. R-BEF, INDU, UILL.
Explains the punctuation trouble spots of the comma, semicolon, colon, question mark, and quotation marks.

Improve your spelling. CORF. 1951. 10 min. sd. b&w. P-CORF. R-BEF, SYRCU, INDU, UILL.
Indicates that spelling can be improved by proofreading and by taking frequent tests to discover troublesome words.

Invisible diplomats. BELL. 1963. 20 min. sd. color. F-BELL.
Emphasizes the importance and prestige of the switchboard operator.

Look it up! CORF. 1952. 11 min. sd. b&w. P-CORF. R-BEF, SYRCU, UILL.
Helps to motivate the use of a dictionary for definitions, spelling, pronunciation, synonyms, derivations, prefixes, and suffixes.

Making yourself understood. EBE. 1952. 14 min. sd. b&w. P-EBE. R-BEF, SYRCU, INDU, UILL.
Discusses the basic elements of the communication process, how to communicate more effectively, and how to receive communications more intelligently.

Films

Manner of speaking. BELL. 1959. 28 min. sd. color. F-BELL.
Emphasizes the need for good telephone manners, especially in business.

More than words. STRAUS. 1959. 13 min. sd. color. R-SYRCU, INDU, UILL.
Illustrates the problems of communication which arise in a large business organization.

Office courtesy. EBE. 1952. 11 min. sd. b&w. R-BEF, SYRCU, INDU, UILL.
Shows techniques for office workers to use when they meet and work with the public.

Office etiquette. EBE. 1950. 14 min. sd. b&w. R-BEF, SYRCU, INDU, UILL.
Points out the importance of courtesy in everyday business contacts.

Office teamwork. EBE. 1952. 12 min. sd. b&w. R-BEF, SYRCU, INDU, UILL.
Shows office situations which illustrate the need for cooperation in a business organization and the effects of employee attitudes on company moral and business.

The voice of your business. BELL. 1958. 14 min. sd. color. F-BELL.
Explains the value of good telephone habits.

Who wrote that? CMLIC. 13 min. sd. b&w. P-CMLIC. F-AF.
Shows how to write a good business letter and emphasizes the five C's: coherence, completeness, conciseness, clarity, and content.

Why punctuate? YAF. 1948. 11 min. sd. P-MGHT. R-BEF, SYRCU, UILL.
Helps to motivate the study of punctuation and summarizes basic rules for important punctuation marks.

Films

Writing a good paragraph. CORF. 1963. 11 min. sd. b&w. P-CORF. R-BEF, UILL.
Demonstrates the logical development of a paragraph.

Writing better business letters. CORF.1950. 11 min. sd. b&w. P-CORF. R-BEF, SUNYA, SUNYB, SYRCU, INDU, UILL.
Emphasizes three principal characteristics of a good business letter: clarity, brevity, and courtesy.

Writing forceful sentences, part I. INDU. 1956. 30 min. sd. b&w. (Quill ser.) R-AF, INDU, UILL.
Emphasizes that good writing results from straight thinking and explains what a sentence is, how major ideas are structured, and how the conjunction "and" deludes writers.

Writing forceful sentences, part II. INDU. 1956. 30 min. sd. b&w. (Quill ser.) R-AF, INDU, UILL.
Discusses five methods for putting a sentence together to say exactly what is meant.

Writing letters that get results. RTBL. 1967. 28 min. sd. b&w. P-RTBL. R-RTBL.
Discusses and illustrates the principles and techniques of writing effective business letters.

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Filmstrips

Business education series. MGHT. 1951. si. color. Six fs. P-MGHT.
A series of filmstrips that treats major topics and "trouble spots" in the training of clerical and secretarial workers.

Effective business correspondence - 37 fr.
Files and filing - 40 fr.
Getting a job and keeping it - 43 fr.
Proper handling of checks - 45 fr.
Secretary as a receptionist - 40 fr.
Trade acceptance - 37 fr.

Exploring punctuation series. SVE. 1952. si. color. 12 fs. P-SVE.
A series of filmstrips that deals with the comma and other common punctuations.

Filing course. GREGG. 25 fs. P-GREGG.
A series of filmstrips that contains separate exercises and problems and can be used with any standard text or practice set. Used with a skill builder type projector.

General mathematics—business mathematics course. GREGG. 25 fs. P-GREGG.
A series of filmstrips that contains a mixture of number facts, fractions, decimals, measurements, markups and markdowns, interests, and taxes. Used with a skill builder type projector.

Progressive filing series. MGHT. 1961. sd. color. P-MGHT. R-BEF.
A series of filmstrips that describes efficient filing procedures, and correlated with *Progressive Filing* by Kahn, Yerian, and Stewart.

Filing methods and procedures, part I
Filing methods and procedures, part II
Indexing and filing rules, part I
Indexing and filing rules, part II

Steps in building a paragraph series. SVE. 1965. si. color. Four fs. P-SVE.
A series of filmstrips that illustrates the fundamental steps in composition writing.

Filmstrips

Using parts of speech. HANDY. 1963. si. color. Seven fs. P-HANDY.
A series of filmstrips that presents the correct usage of each part of speech by using meaningful visualizations and student participation in varied and interesting exercises.
Adjectives - 33 fr.
Adverbs - 32 fr.
Nouns - 32 fr.
Nouns: plurals and possessives - 32 fr.
Prepositions, conjunctions, interjections - 35 fr.
Pronouns - 30 fr.
Verbs - 34 fr.

Using punctuation and capital letters. HANDY. 1963. si. color. Six fs. P-HANDY.
A series of filmstrips that presents the correct usage of punctuation and capital letters.
The apostrophe, the colon, and italics - 26 fr.
Capital letters - 21 fr.
The comma in a friendly letter - 21 fr.
The comma: other uses - 20 fr.
End punctuation - 21 fr.
Punctuation direct quotations - 24 fr.

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Transparencies

Business practices. TWEEDY. 1968. color. 33 trans. P-TWEEDY.
A series of transparencies that shows business practices including retail selling, insurance, writing of checks, and advertising.

Charts

Clerical records charts. TAI. color. Five. 19" x 25". P-TAI.
Shows commonly used business forms in the area of sales, purchasing, storekeeping, receiving, and production.

Data processing charts. TAI. color. Three. 19" x 25". P-TAI.
Illustrates the use of data processing equipment for business needs.

Garbled grammar. JWW. 15. 8 1/2" x 11". P-JWW.
Illustrates the important points of grammar.

You don't say. JWW. 15. 8 1/2" x 11". P-JWW.
Illustrates poor sentence structure through cartoons.

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Tapes

Grammar-punctuation series. TAI. 10 reels. 25 min. each. P-TAI.
A series of tapes that develops a sense of hearing and listening comprehension while teaching grammar and punctuation.

Letter writing for the office. ERAS. 12 reels. P-ERAS.
A series of tapes that provides 42 lectures on word selection, phrase, sentence, and paragraph development.

Consumer Education

Films

After the harvest. CBT. 1955.
27 min. sd. color. F-CBT.
Shows how America's agricultural products are bought and sold by brokers in the grain pits on the Exchange floor.

A better way. PROGAM. 28 1/2 min.
sd. color. F-MTP.
Explains the importance of advertising, how the lives of workers are improved by advances in industry, and the security and importance of the individual in today's society.

Consumers want to know. CU. 30 min.
sd. color. F-CU.
Shows how the Consumers Union tests a product from start to finish.

Credit and loans. PGP. 1961.
17 min. b&w. R-BEF, UILL.
Describes several phases of securing credit including home and car purchasing, methods and cost of financing installment purchases, and credit card usages.

Financial planning. AF. 30 min.
sd. b&w. P-AF. R-AF.
Aids people in the middle years to think and plan early, before retirement is actually upon them, for a richer life in the later years.

Films

Follow it all the way. PENN. 1962.
22 min. color. F-AF.
Traces the manufacture of a product from its inception to completion, emphasizing the standards it must meet in each stage of production.

For every wheel that rolls. FTARC.
1966. 26 min. sd. color. F-AF.
Tells the story of the manufacture of rubber tires.

How to buy a used car. HANDY. 15 min.
sd. color. F-HANDY.
Shows how to check and test drive a used car.

Installment buying. CORF. 1948. 11 min.
sd. b&w. P-CORF. R-BEF, SYRCU, SUNYA, INDU, UILL.
Notes some of the pitfalls of installment buying and encourages the complete investigation of contracts and interest rates.

Littlest giant. NCFA. 1965. 14 min.
sd. color. F-AF.
Offers judicious and discerning ways to use credit.

Manage your money. ABA. 1967. 14 min.
sd. color. F-SMUSA, NYSBA (or any local commercial bank).
Deals with sound money management to help people do a better job of using money to get the things they want.

Meat on the move. SWIFT. 30 min. sd.
color. F-SMUSA.
Gives a clear explanation of the way the meat industry operates.

Films

The most for your money. MGHT. 1955. 14 min. sd. b&w. R-BEF, SYRCU.
Contrasts the hasty and inappropriate purchase of a sweater with the carefully planned purchase of a power saw and correlated with *Consumer Living* by Wilhelms.

Personal financial planning and wise use of credit. NCFA. 1960. 22 min. sd. color. F-AF.
Shows how to budget carefully and borrow wisely.

Quacks and nostrums. MGHT. 1959. 19 min. sd. b&w. P-MGHT. R-BEF, SYRCU.
Shows the ways in which medical quacks dupe the consumer and the steps taken by the local and federal agencies to protect the public.

The quest for perfection. RMA. 14 min. sd. color. F-SMUSA.
Tells the intricate story behind the manufacture of a modern automobile tire.

What's on your mind? NAM. 1957. 13 min. sd. b&w. F-NAM.
Deals with consumer research.

Why budget? MGHT. 1950. 12 min. sd. b&w. P-MGHT. R-BEF.
Motivates budgeting by showing the importance of a budget, what it is, and how to set it up.

Wise buying. CORF. 1950. 10 min. sd. b&w. R-BEF, SYRCU, INDU, UILL.
Suggests the desirability of making better use of money by planning carefully and spending wisely.

Films

Women mean business. NAM. 1956. 14 min. sd. b&w. F-NAM.
Shows women as consumers, producers, and investors.

Your family budget. CORF. 11 min. sd. b&w. R-BEF, SUNYB, SYRCU, INDU.
Explains the purpose, importance, and operation of the family budget.

Your thrift habits. CORF. 1964. 11 min. sd. b&w. P-CORF. R-BEF, SUNYB, SYRCU, INDU, UILL.
Points out the value of setting up a budget for systemetic savings by careful buying, doing without extras, and choosing between immediate and long-term satisfactions.

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Filmstrips

Protecting the consumer. NYT. 1968. 70 fr. sd. P-NYT.
Shows the growing government concern for the consumer and discusses new laws on meat inspection, finance charges, and truth in packaging.

The role of consumers. JCEE. 1962. 109 fr. si. color. P-JCEE.
Portrays the role of the consumer in the economy of the United States.

Spending your food dollar. MMI. 77 fr. si. color. P-MMI.
Provides helpful information on planning the use of food dollars and on buying, storing, and preparing foods.

You, the shopper. MMI. 66 fr. color. P-MMI.
Explains the shopper's role as family purchasing agent.

Your money and you. MMI. 72 fr. si. color. P-MMI.
Tells ways of reaching personal and family goals through income planning.

Distributive Education

Films

Ad-land revisited. WTTW. 29 min. sd. b&w. (Amer. mem. ser.) P-INDU. R-INDU.
Analyzes advertising in twentieth century America and its dual function as mirror and molder of our culture.

An American legend. FBC. 22 min. sd. color. F-AF.
Shows how the various Fuller Brush products are made and distributed.

The approach. MGHT. 1952. 11 min. sd. b&w. P-MGHT. R-BEF, SYRCU.
Explains the importance of a well-planned sales interview and correlated with *A Textbook of Salesmanship* by Russell and Beach.

Ben Franklin sells today. HANDY. 1960. 23 min. sd. b&w. P-HANDY. R-BEF, HANDY.
Shows how the principles of human relations can be applied in retailing situations.

The care and handling of buyers. RSC. 45 min. sd. F-MTP.
Presents tips on the fundamentals of success in selling, gathered from a nationwide survey.

Closing the sale. DARTNL. 30 min. sd. b&w. P-DARTNL. R-DARTNL.
Demonstrates five fundamentals of a successful closing.

Films

Contents: merchandise. NAM. 1956. 13 min. sd. b&w. F-NAM.
Shows the methods of packaging goods.

Cotton—from fiber to fabric. MGHT. 1961. 22 min. sd. color. P-MGHT. R-BEF, SYRCU, INDU, UILL.
Illustrates how cotton is spun and woven and how new finishes are added to make cotton crease-resistant and waterproof.

The customer and you - getting organized. UEVA. 1965. 25 min. sd. b&w. P-UEVA. R-SYRCU.
Presents seven basic rules to help salesmen avoid wasting valuable time.

The customer and you - getting the decision. UEVA. 1965. 21 min. sd. b&w. P-UEVA. R-SYRCU.
Examines three courses of action designed to help a salesman overcome his hesitancy to ask for the order.

The customer and you - two-way communication. UEVA. 1965. 25 min. sd. b&w. P-UEVA. R-SYRCU.
Demonstrates the essentials for effective sales communications.

The Ernst tie story. ERN. 26 min. sd. color. F-MTP.
Shows the weaving of fabrics and the making of ties.

Facts about fabrics. DUPONT. 1957. 26 min. sd. color. F-DUPONT.
Explains the characteristics of yarns and the making, printing, and dyeing of fabrics.

Films

For beauty and use. NAM. 1957.
13 min. sd. b&w. F-NAM.
Presents information about product design.

Good will ambassadors. SAUM. 1965.
6 1/2 min. sd. color. R-BEF.
Develops an insight into the many ways in which the sales person can build a personal following and enhance the extra services which make shopping a pleasant experience. Also available in 8 mm. cartridge.

Heavenly days. RSC. 40 min. F-MTP.
Warns against complacency and provides hints on how to prospect for sales leads.

The hidden side of selling. RTBL.
1961. 34 min. sd. color. P-RTBL.
R-RTBL.
Presents practical methods a salesman can use to improve his effectiveness with customers.

How rayon is made. AVCO. 15 min.
sd. b&w. R-INDU, UILL.
Describes the manufacture of viscose and acetate rayon, from the raw material to the finished yarn and staple fiber.

How to make an effective sales presentation. DARTNL. 30 min. sd.
b&w. P-DARTNL. R-DARTNL.
Demonstrates key steps which are essential to make an effective sales presentation.

How to prevent objections in selling. DARTNL. 30 min. sd. b&w.
P-DARTNL. R-DARTNL.
Highlights the common faults which cause salesmen to lose the order before they even get "close to closing."

Films

How to sell creatively. DARTNL.
30 min. sd. b&w. P-DARTNL. R-DARTNL.
Illustrates the problems of creative selling and how to use this technique to build more sales.

How to sell quality. DARTNL. 1955.
30 min. sd. b&w. P-DARTNL. R-DARTNL,
UILL.
Spells out a simple formula based on mathematical signs which any salesman can use to get over the quality story.

How to succeed in the people business.
DARTNL. 30 min. sd. b&w. P-DARTNL.
R-DARTNL.
Helps to develop desirable employee attitudes.

I just work here. RTBL. 1963. 10 min.
sd. color. P-RTBL. R-RTBL.
Presents ways to improve interpersonal relationships when dealing with the public.

Importance of selling. EBE. 1952.
20 min. sd. b&w. P-EBE. R-BEF, SYRCU,
INDU, UILL.
Describes the structure of typical sales organizations, the duties of sales executives, and the importance of selling.

It's all yours. REP. 35 min. b&w. sd.
R-BEF.
Indicates that the difference between the topnotch and the mediocre salesman is often determined by a knowledge of the product and the foresight to appraise all the possible applications of that product.

Films

It's good business. BFMC. 35 min. sd. R-BEF.
Points out that purchasing agents prefer to deal with salesmen who put themselves in the buyer's place, who have product knowledge, and who can furnish valuable ideas. Sequel to *It's the Little Things That Count.*

It's the little things that count. BFMC. 30 min. sd. R-BEF.
Develops a technique to combat the price argument by setting up yardsticks other than price.

Know your facts. SAUM. 1967. 9 min. sd. color. R-BEF.
Provides a pattern for analyzing merchandise to determine facts and reveals how these facts can be translated into performance benefits that represent buying appeals. Also available in 8 mm. cartridge.

Leather in your life. LIA. 1954. 23 min. sd. color. F-LIA.
Tells the story of the processing and tanning of leather and the many important uses of this versatile material.

A little time for Henry. RSC. 17 min. sd. color. F-MTP.
Points out, in cartoon form, the necessity for a salesman to plan his work day so as to make the best use of his time.

Making that sale. MGHT. 1952. 17 min. b&w. P-MGHT. R-BEF, SYRCU, UILL.
Reveals methods of closing difficult sales and correlated with *A Textbook of Salesmanship* by Russell and Beach.

Films

Mr. Stuart answers questions. UWF. 34 min. sd. b&w. R-BEF.
Shows how the owner of a small retail store found an answer to increased competition and how he corrected bad selling habits.

Modernizing marketing facilities. USDA. 29 min. sd. b&w. P-DUART. R-UILL.
Describes the operations of large perishable food markets and explains how a typical city may solve the problem of adequate wholesale food markets.

Moment of decision. SAUM. 11 min. sd. color. R-BEF.
Tells ways in which the salesperson can detect and overcome the obstacles which impede buying and help the customer to reach an affirmative buying decision. Also available in 8 mm. cartridge.

More time for selling. MGHT. 14 min. sd. color. R-BEF.
Shows the proper allocation of time, the obstacles and frustrations of a salesman, the functions of advertising, and its contributions toward effective personal selling.

No one told me. SAUM. 8 min. sd. color. R-BEF.
Indicates the opportunities for multiple sales that exist in merchandise assortments and shows how thoughtful suggestions contribute to customer satisfaction. Also available in 8 mm. cartridge.

Nothing but lookers. SAUM. 1965. 7 1/2 min. sd. color. R-BEF.
Dramatizes the positive effects of a helpful, cooperative, person-to-person relationship with the customer in order to avoid the disappointment and losses inherent in a "no-sale-walkout." Also available in 8 mm. cartridge.

Films

Of time and salesmen. DBI. 32 min. sd. b&w. R-BEF.
Shows the proper way for salesmen to plan their working day so as to get the most effective use of their time.

One minute please. SAUM. 1967. 8 min. sd. color. R-BEF.
Emphasizes attitudes, behavior, and techniques which enable the salesperson to give individual attention and service to more than one customer at a time and thus multiply sales without sacrificing good will. Also available in 8 mm. cartridge.

Opening the sale. DARTNL. 30 min. sd. b&w. P-DARTNL. R-DARTNL.
Demonstrates tested skills a salesman can develop to ease his way to the order.

Opportunities unlimited. LIFE. 1956. 27 min. sd. F-LIFE.
Describes the encouraging change in the American market and its potential for the future.

Overcoming objections. DARTNL. 30 min. sd. b&w. P-DARTNL. R-DARTNL.
Demonstrates how salesmen can change stumbling blocks into steppingstones.

Personalize your presentation. SAUM. 9 min. sd. color. R-BEF.
Emphasizes the need for adapting each presentation to the buying motives of the individual customer. Also available in 8 mm. cartridge.

Films

The power of enthusiasm. DARTNL. 30 min. sd. b&w. P-DARTNL. R-DARTNL.
Points out the importance of enthusiasm in selling and spells out how a salesman can create and maintain an enthusiastic "order-winning" attitude.

The preapproach. MGHT. 1952. 11 min. sd. b&w. P-MGHT. R-BEF, SYRCU.
Demonstrates how a sales plan may be adjusted to meet the expectations of the buyer.

Production and marketing. NET. 1963. 30 min. sd. b&w. (Amer. bus. ser.) P-INDU. R-NAM, INDU.
Considers the functions of production and marketing and shows how the problems of producing and distributing goods are handled.

Professional salesmanship. FORD. 19 min. sd. b&w. R-BEF.
States that successful salesmen should show enthusiasm, know their own as well as their competitors' products, and sell the product and pride of ownership before discussing price.

Prospecting. MGHT. 1952. 11 min. sd. b&w. P-MGHT. R-BEF, SYRCU.
Explains three effective systems used by salesmen to select a prospect and correlated with *A Textbook of Salesmanship* by Russell and Beach.

The right approach. IFB. 9 min. sd. b&w. R-BEF, UILL.
Tells the retail salesperson how to approach a customer and that a friendly and inviting manner will make the customer feel welcome, at ease, and willing to buy.

Films

Role of point-of-purchase advertising in modern marketing. PPAI. 1968. 20 min. sd. color. F-PPAI.
Shows the role of point-of-purchase advertising in merchandising.

The sales building role. SAUM. 1965. 6 1/2 min. sd. color. R-BEF.
Indicates that intelligent and appropriate suggestions, which reflect attitudes of helpfulness, encourage customers to increase their purchases. Also available in 8 mm. cartridge.

The salesman isn't dead - he's different. IBM. 1964. 20 min. sd. b&w. F-IBM.
Tells about the salesman who sells service, not the product; who has an intimate knowledge of the customer's business; and who is also a troubleshooter.

Salesmanship: art or science? GM. 25 min. sd. color. F-MTP.
Studies the careers of actual salesmen in widely diversified areas.

Salesmanship: career opportunities. ALTSUL. 1966. 14 min. sd. color. R-SYRCU, UILL.
Discusses the role of selling in modern business, the personal qualifications necessary, and the rewards available.

Say it with service. APPC. 1963. 15 min. sd. color. F-APPC.
Emphasizes that the best way a dealer can sell parts to a motorist is to provide good service.

Films

Secrets of salesmanship. MGHT. 18 min. sd. b&w. R-BEF.
Presents a satire on salesmanship by showing the various sales situations in which people become entangled.

Selling as a career. CORF. 1953. 11 min. sd. color. P-CORF. R-BEF, SUNYA, SYRCU, INDU, UILL.
Deals with the different types of selling careers, how a typical salesman handles various customers, and the necessary "homework" after the completion of a sale.

Selling your personality. IFB. 11 min. R-BEF, SYRCU.
Demonstrates the right and wrong way of selling and shows that courtesy, intelligence, and customer interest help to increase sales.

Sense into dollars. IFB. 13 min. sd. b&w. R-BEF.
Suggests ways to increase sales by descriptive selling and multiple sales within a department combined with suggestions of featured merchandise in other departments.

The social values of marketing. GEFOOD 25 min. sd. color. F-AF.
Discusses a free-choice economic system and emphasizes the social values as well as the economic aspects of the production-distribution processes.

Solid gold hours. DARTNL. 30 min. sd. b&w. P-DARTNL. R-DARTNL.
Shows how hours can be made more productive through better self-management.

Films

Sounds of freedom. GEMILL. 1964. 29 min. sd. color. F-GEMILL.
Compares food stores and methods of food distribution in West Berlin, Paris, London, and the United States and includes **wholesale** food centers as well as retail markets.

Spin for a win. WTG. 1967. 14 min. F-WTG (or any local store).
Shows various types of charge-it plans for the convenience of retail customers.

Story of distributive education. SEARS. 21 min. sd. color. F-AF.
Gives the preparation for careers in buying, retail selling, financing, and advertising.

Symbols and signatures. USPLC. 11 min. sd. color. F-AF.
Points out how various symbols and trademarks have played a role throughout the history of man and how today's signatures and trademarks play an important part in the image of a business.

Talk with Mr. "D". SPSC. 1960. 20 min. sd. color. F-AF.
Depicts the role of an industrial distributor and emphasizes the nature of his service and economic significance.

Telephone technique. IFB. 10 min. sd. b&w. R-BEF, SYRCU.
Demonstrates correct telephone manner, errors to avoid, importance of a knowledge of stock, and a good descriptive vocabulary when discussing merchandise.

Films

Test your suggestability. SAUM. 8 min. sd. color. R-BEF.
Demonstrates when and how to suggest related items and multiple quantities to make additional purchases. Also available in 8 mm. cartridge.

They know what they want. SAUM. 7 1/2 min. sd. color. R-BEF.
Encourages salespeople to interpret customer requests in terms of available stock and demonstrates effective techniques for presenting and selling appropriate substitute merchandise. Also available in 8 mm. cartridges.

Things people want. HANDY. 1948. 20 min. sd. b&w. P-HANDY. R-BEF, HANDY, INDU.
Shows how to present a product in terms of the customer's interest and tells the importance of knowing your product, creating the desire to own, getting the decision to buy, and making the delivery.

Think tall—sell up to quality. SAUM. 8 1/2 min. sd. color. R-BEF.
Encourages a positive point of view in presenting quality merchandise and shows how to trade up through emphasis on quality instead of price. Also available in 8 mm. cartridges.

This is advertising. ANA. 1962. 27 min. F-ANA.
Explains the vital role of advertising to salesmen, dealers, employees, and community groups.

Films

This thing called salesmanship. MULCO. 34 min. sd. b&w. R-BEF.
Considers the factors involved in the original desire, the contemplation, and the final purchase of an item and shows how the salesman can fit his selling techniques to suit these developments in the mind of the customer.

Through the mirror. HANDY. 1960 27 min. sd. b&w. P-HANDY. R-HANDY.
Emphasizes the importance of understanding the customer's likes and dislikes, treating the customer courteously and with consideration, and having complete information concerning the merchandise being sold.

To market, to market. FRITH. 1961. 11 min. sd. color. F-NYSDC. R-INDU, UILL.
Explains the place of the wholesaler and shows various ways goods may be bought and sold.

What it takes to be a real salesman. DARTNL. 30 min. sd. b&w. P-DARTNL. R-DARTNL.
Presents a five-point formula any salesman can use to improve his sales personality and productivity.

Who threw that monkey wrench? IFB. 9 min. b&w. R-BEF, SUNYB.
Points out several incidental errors committed by retail salesclerks which create customer dissatisfaction.

The world is yours. MONW. 27 min. sd. color. F-MTP.
Deals with career opportunities in retailing in general and also with Montgomery Ward.

Films

You are the star. ALLD. 1956. 35 min. sd. b&w. F-ALLD, NYSDC.
Portrays good and bad selling techniques.

Your way to success in selling. WOLFF. 27 min. sd. color. R-BEF.
Emphasizes the fundamentals of successful selling, using actual salesman-customer sequences portraying "buying motives," "steps to the sale," and "professional techniques."

You've sold me, Mrs. Marlow. SAUM. 1967. 8 1/2 min. sd. color. R-BEF.
Introduces salespeople to the philosophy of customer-satisfying selling. Aslo available in 8 mm. cartridge.

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Filmstrips

Advertising, the community, and the great aardvark boom. AAF. 18 min. sd. color. P-AAF.
Details the preparation and production of a selling campaign.

Cash registering for quick service. MER. 19 min. sd. color. P-MER. R-BEF.
Shows ways of collecting federal and local taxes, detecting counterfeit money, handling exchanges and errors, and the mechanics of ringing up the sale.

How to keep customers buying in a self-service store. NCR. 1963. 15 min. sd. color. F-NCR.
Deals with the art of selling in a self-service store.

How to serve the customer in a quick-service store. MER. 13 min. sd. color. R-BEF.
Demonstrates various methods of customer service in a quick-service store.

Filmstrips

Let's look at your job. MER. 10 min. sd. R-BEF.

Covers the importance of the sales job and shows behind the scenes activity before merchandise reaches the counter, the steps of a sale, and handling the customer.

Merchandising by the food broker salesman. LIFE. 1964. 13 min. sd. color. F-NFBA.

Indicates how a salesman deals with the store manager to secure the best possible space for the display of a specific product.

Problems in food store check stands. NCR. 35 min. sd. color. F-NCR.

Shows the common procedures found in checkout areas and the accuracy and competence of foodstore checkers.

Produce sells the experts. NARGUS. 23 min. sd. color. P-NARGUS. R-NARGUS.

Describes the techniques of ordering, receiving, storing, packaging, pricing, and displaying of produce to increase profits and sales.

Retail salesmanship series. UMINN. sd. color. P-UMINN.

A series of filmstrips that presents the retail selling process in general terms and yet specific enough to be easily related to different kinds of merchandise.

- Johnny closes the sale
- Johnny determines customer's needs and wants
- Johnny greets the customer
- Johnny meets his boss
- Johnny on the spot (building a display)
- Johnny presents the merchandise
- Johnny welcomes all objections

Filmstrips

Storing our nation's goods. WSU. 38 fr. si. color. R-WSU.

Discusses the nature of warehousing and the contribution it makes to our national economy.

Ten commandments of mass retailing. NCR. 15 min. sd. color. F-NCR.

Visualizes the principles behind a self-service operation and serves as a guide for applying these principles.

Visual merchandising. UMINN. 18 min. sd. color. P-UMINN.

Shows the step-by-step procedures and techniques involved in the creation of a store window display from planning to final dressing of the completed window.

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Transparencies

Consumer motivations and behavior. VPD3M. P-VPD3M.

Presents primary and selective buying motives.

Fundamentals of selling and sales cartoons. VPD3M. P-VPD3M.

Indicates basic selling facts and tips.

Introduction to distributive education. VPD3M. P-VPD3M.

Shows merchandising management, competition, record keeping, and sales careers.

Marketing process. VPD3M. P-VPD3M.

Illustrates the private enterprise system, marketing evolution, and merchandising techniques.

Charts

Armour food source map. ARMOUR. color. 24 1/2" x 37". F-ARMOUR.

Major steps in steelmaking. AIAS. b&w. 10 1/2" x 24 1/2". F-AIAS.

See how important cotton is to the U.S.A. CLUETT. b&w. 22" x 28". F-CLUETT.

Steel—from mine to you. AIAS. color. 18" x 22". F-AISA.

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Tapes

Easy to buy from. EMCC. Three 5" reels. P-EMCC.

A series of three tapes that presents the general principles of selling, the importance of a relaxed attitude, the methods of dealing with objections, and the consummation of a sale.

Industrial Management

Films

All I need is a conference. STRAUS. 1954. 28 min. sd. b&w. R-UILL.
Helps to make conferences more productive by saving time and money, solving problems, and helping people to work together effectively.

Arbitration in action. AARA. 1960. 58 min. sd. b&w. P-AARA. R-INDU, UILL.
Explains a complete arbitration hearing from the swearing in of the arbitrator to the analysis of the dispute.

Breaking the delegation barrier. RTBL. 1961. 30 min. sd. b&w. P-RTBL. R-RTBL.
Reviews the problems supervisors usually have when they give up some of their responsibilities and authority to their subordinates.

Challenge of management. NET. 1963. 30 min. sd. b&w. (Amer. bus. ser.) P-INDU, R-NAM, INDU.
Details the duties of a business manager and the problems of operating a proprietorship, a partnership, and a corporation.

Communications. MGHT. 1953. 12 min. sd. b&w. P-MGHT. R-BEF, SYRCU, UILL.
Points out the need for effective communication in industry and correlated with *Personnel Management* by Scott, Clothier, and Spriegel.

Films

Conducting a meeting. CENTRO. 1950. 11 min. sd. b&w. P-MGHT. R-BEF.
Demonstrates and explains the basic parliamentary procedure which contributes to an effective and successful meeting.

The corporation executive. NET. 29 min. sd. b&w. (Search for Amer. ser.) P-INDU, R-INDU.
Reviews the values held by three corporation executives concerning their work load, objections to the income tax, and how the interests of a company are best served.

Industrial purchasing. EBE. 1952. 20 min. sd. b&w. R-BEF, INDU, UILL.
Reveals the importance of the purchasing director, his capacity as a buyer, and the problems he encounters.

Internal organization. MGHT. 1951. 10 min. sd. b&w. (Ind. man. ser.) P-MGHT. R-BEF, SYRCU, UILL.
Discusses the fundamental purpose of a business organization and correlated with *Industrial Organization and Management* by Bethel, Atwater, Stackman, and Smith.

Job evaluation. MGHT. 1951. 10 min. sd. b&w. (Ind. man. ser.) P-MGHT. R-BEF, SYRCU, INDU, UILL.
Explains how management determines the requirements, duties, and pay scales for various jobs.

Films

Local 100. NFBC. 1950. 31 min. sd. b&w. P-NFBC. R-INDU, UILL.
Shows the formation of a local union and the negotiating of a contract with management.

Manager wanted. RTBL. 1964. 28 min. sd. b&w. P-RTBL. R-RTBL.
Discusses the problems which influence the career development of every manager.

Materials control. MGHT. 1951. 10 min. b&w. (Ind. man. ser.) P-MGHT. R-BEF, UILL.
Describes the job of getting the right material in proper amounts to the right place at the right time.

Methods analysis. MGHT. 1951. 9 min. sd. b&w. (Ind. man. ser.) P-MGHT. R-BEF, INDU, UILL.
Explains that methods analysis is used to reduce production costs and shows a job analyst preparing a job specification.

Physical facilities. MGHT. 1951. 10 min. b&w. (Ind. man. ser.) P-MGHT. R-BEF, UILL.
Describes steps for organizing the physical facilities for a new enterprise, selecting the type of building suited for the enterprise, and determining plant layout.

Product development. MGHT. 1951. 10 min. b&w. sd. (Ind. man. ser.) P-MGHT. R-BEF, SYRCU, UILL.
Considers the role of research in improving materials, processes, and products.

Films

Quality control. MGHT. 1951. 10 min. sd. b&w. (Ind. man. ser.) P-MGHT. R-BEF, INDU, UILL.
Points out that industry controls the quality of its product by keeping check on the variable factors in manufacturing.

Risk and forecasting. MGHT. 1951. 10 min. sd. b&w. (Ind. man. ser.) P-MGHT. R-BEF, UILL.
Details the procedure for calculating the risks in a new enterprise.

Strike in town. NFBC. 1956. 39 min. sd. b&w. P-MGHT. R-BEF, SYRCU, INDU, UILL.
Shows what happens when a town's main industry is threatened with a strike.

Styles of leadership. RTBL. 1962. 26 min. sd. b&w. P-RTBL. R-RTBL.
Takes a common business problem regarding a new contract and shows how it might be handled by four different types of leaders.

Teamwork—past and present. NFBC. 11 min. sd. b&w. R-BEF.
Outlines the necessity of cooperation between labor and management.

Working together. EBE. 1952. 24 min. sd. b&w. P-EBE. R-BEF, SYRCU, INDU, UILL.
Shows a strike being ended by compromise and the grievance machinery being set up to further mutual understanding.

Insurance

Films

The business of keeping promises. AVA. 1966. 12 min. sd. color. F-AVA.
Illustrates how a life insurance policy comes into being and shows the obligations and benefits for the individual and his family.

Casualty insurance. EBE. 1954. 20 min. sd. color. P-EBE. R-BEF, SYRCU, INDU, UILL.
Reviews the daily hazards covered by casualty insurance.

Insurance against fire losses. EBE. 1951. 15 min. sd. color. R-BEF, SYRCU, INDU, UILL.
Uses animation to emphasize the danger of fire and its effects on a family's plans.

Life insurance—what it means and how it works. INLI. 1962. 14 min. sd. color. F-AF, MTP.
Explains how life insurance meets individual and family needs.

The man from A.U.N.T.I.E. INLI. 13 min. sd. color. F-AF.
Gives a brief history of insurance and explains different types of policies and the factors that affect their cost.

Measure of a man. INLI. 27 min. sd. b&w. F-AF.
Presents the benefits of life insurance through the events in the lives of an average family.

Films

These are the facts. NBU. 18 min. sd. b&w. R-BEF.
Shows how the National Board of Fire Underwriters investigates fires of suspicious origin and sponsors research to prevent fires.

This is Lloyd's. LOL. 35 min. sd. color. F-AF.
Tells the story of Lloyd's of London and shows the "man to man" bargaining that is so characteristic of the company.

Time and a place to grow. INLI. 26 min. sd. F-AF, MTP.
Shows the importance of life and health insurance in the lives of three families.

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Filmstrips

Automobile insurance. IINFOI. 1965. 18 min. sd. color. F-IINFOI.
Shows the need and value of the various types of automobile insurance and the coverages available.

Patterns for protection. IINFOI. 15 min. sd. color. F-IINFOI.
Presents the various types of insurance available to the homeowner.

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Charts

Insurance wall charts. INLI. Five. color. approximately 26" x 38". P-INLI.

Law

Films

The accident. NET. 30 min. sd. b&w. (Act. at law.) R-INDU.
Presents two versions of an automobile-pedestrian accident from which a law action develops.

Basic court procedures. CORF. 1949. 15 min. sd. color. P-CORF. R-BEF, SUNYA, SUNYB, SYRCU, UILL.
Describes the functions of the courts, the development of a case, and the various roles of the courtroom figures.

Common law. VDE. 13 min. sd. b&w. R-BEF.
Deals with common law as an important democratic institution and its relationship to our daily lives.

Our basic civil rights. CORF. 1950. 14 min. sd. color. P-CORF. R-BEF, SUNYA, SUNYB, SYRCU, UILL.
Presents concepts of civil rights through the trial of a man charged with illegal distribution of handbills.

Preparing for the trial. NET. 30 min. sd. b&w. (Act. at law.) R-INDU.
Documents a civil lawsuit based on an automobile injury case and shows both sides preparing for the trial.

Towards justice for all. BELL. 1965. 56 min. sd. b&w. F-BELL.
Follows a single case from the trial to the appeal and demonstrates that each case is decided according to the law.

Films

Traffic court. CAS. 8 min. sd. b&w. R-BEF.
Emphasizes the importance of traffic courts for dealing with the public.

The trial—the case for the defendent. NET. 30 min. sd. b&w. P-INDU. R-BEF.
Presents direct and cross examination of witnesses, the jury being instructed on the law, and the final arguments by the lawyers.

The trial—the case for the plaintiff. NET. 30 min. sd. b&w. R-INDU.
Shows the beginning of a trial, the selecting of jurors, and opening statements by both lawyers.

Understanding the law—equal justice for all. EBE. 1953. 11 min. sd. b&w. P-EBE. R-BEF, SYRCU, INDU, UILL.
Explains the right of the individual to be protected from the law and by the law.

What is a contract? CORF. 1948. 10 min. sd. color. P-CORF. R-BEF, SUNYA, SUNYB, SYRCU, INDU, UILL.
Describes oral and written contracts and shows how a contract must have mutual assent, competent parties, a legal bargain, and consideration.

Why we respect the law. CORF. 1950. 14 min. sd. color. P-CORF. R-BEF, SYRCU, INDU, UILL.
Respect for the law is developed by a realization that it represents accumulated wisdom, is in harmony with the laws of nature, and is necessary to prevent trouble.

Films

The witnesses to the accident. NET. 1961. 30 min. sd. b&w. R-INDU.
Presents the defendent's first meeting with his lawyer, and shows how both lawyers take depositions of the principal parties to the dispute.

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Charts

Business law charts. TAI. color. Four. 19" x 25". P-TAI.
Shows elements of a contract, bailments, debtor and creditor, and employee-employer relationships.

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Tapes

Business law. ERAS. 30 reels. P-ERAS.
Presents 60 lectures to be used with any textbook.

Office Machines

Films

Accounting machine: collator calculator. SF. 1968. 14 min. sd. color. P-SF. R-BEF.
Deals with the last step in punch card data processing.

Computer glossary. IBM. 1968. 19 min. sd. color. F-IBM.
Defines in basic terms the terminology of computers.

Computer logic. NF. 1962. 13 min. sd. b&w. P-NF. R-NF.
Explains the binary number system, defines the several meanings of logic as applied to computers and shows the difference between decimal and binary number systems.

Computer units. NF. 1962. 24 min. sd. b&w. P-NF. R-NF.
Gives an introduction to the major units of a digital computer.

Computers come to marketing. UNIVAC. 33 min. sd. b&w. F-UNIVAC.
Discusses the use of computers in the marketing process.

Data processing: introductory principles. SF. 1968. 14 min. sd. color. P-SF. R-BEF.
Introduces the use of the "card" in punched card data processing.

Films

Duplicating by the spirit method. BAILEY. 1961. 14 min. sd. color. R-BEF, SUNYB, SYRCU, INDU, UILL.
Demonstrates the preparation of a master carbon, methods of making changes and corrections, and machine operation and care.

The 418. UNIVAC. 1964. 6 min. sd. color. F-UNIVAC.
Describes the features and operation of the machine.

Full-key adding machine. NCR. 25 min. sd. color. F-NCR.
Describes the features and operation of the machine.

IBM 1404 printer. IBM. 1962. 8 min. F-IBM.
Illustrates the features of the 1404 chain printer for the 1401 data processing system.

IBM system/360 card processing power. IBM. 1964. 10 min. sd. color. F-IBM.
Shows the efficient handling of card processing applications and the input-output devices available with the system.

IBM tele-processing—right now. IBM. 1964. 9 min. sd. color. F-IBM.
Demonstrates the potential of communications equipment and gives an excellent review of communications concepts.

The information machine. IBM. 1958. 10 min. sd. color. F-IBM.
Shows the development of the electronic computer.

Films

The interpreter and control panel wiring. SF. 1968. 13 min. sd. color. P-SF. R-BEF.
Demonstrates the operation of the interpreter as the machine processes information.

Introduction to an electronic data processing center. NCR. 11 min. sd. color. F-NCR.
Shows the operation of an EDP center.

Introduction to digital computer techniques. NF. 1962. 16 min. sd. b&w. P-NF. R-NF.
Explains the historical origins of calculating devices and points out the differences between analog and digital computers.

Introduction to digital computers. UNIVAC. 1959. 35 min. sd. color. F-UNIVAC.
Outlines the basic functions of computers as input, control, arithmetic, memory, and output.

Logic by machines. NET. 1962. 30 min. sd. b&w. R-AF, SYRCU, INDU, UILL.
Provides a basic introduction to electronic computers and discusses how speed, cost, and effort favor the computer.

Man and computer-a perspective. IBMWTC. 1967. 20 min. sd. color. F-IBMWTC.
Presents some of the basic elements in data processing such as input, output, storage, and control with examples as to operations and functions.

Films

Man and computer today. IBMWTC. 1967. 11 min. sd. color. F-IBMWTC.
Shows how man's progress down through the centuries has been greatly affected by the tools he has developed and the impact of the computer on our modern world.

Matter of form. MOORE. 23 min. sd. color. R-BEF.
Tells the history of business forms from the simple salesbook to the complex forms for electronic high speed printers and how each type may best be used by modern business.

A matter of some urgency. DIC. 19 min. sd. color. R-DIC.
Shows proper duplicating and copying procedures.

Mimeograph techniques. BAILEY. 1958. 15 min. sd. color. R-BEF, SYRCU, INDU, UILL.
Demonstrates the complete process of typing a mimeograph stencil, from proper cleaning and adjusting of the typewriter to the use of a mimeoscope for hand lettering.

Modern business machines. TAI. 20 min. sd. b&w. R-BEF, UILL.
Demonstrates many expensive machines not found in the classroom, including machines for dictating, filming, stenciling, folding, and lithographing.

NCR 160 desk model bookkeeping machine. NCR. 25 min. sd. color. F-NCR.
Describes the features and operation of the machine.

NCR 61 automatic cash register. NCR. 25 min. sd. color. F-NCR.
Describes the features and operation of the machine.

Films

NCR 61 cash register. NCR. 23 min. sd. color. F-NCR.
Describes the features and operation of the machine.

NCR 33 accounting machine. NCR. 20 min. sd. color. F-NCR.
Describes the features and operation of the machine.

NCR 315 data processing system. NCR. 25 min. sd. color. F-NCR.
Describes the features and operation of the 315 computer system.

Once upon a punched card. IBM. 1964. 9 min. sd. color. F-IBM.
Gives the basic principles of punched card accounting.

Printing card punch. SF. 1968. 13 min. sd. color. P-SF. R-BEF.
Follows a card through the entire process of recording data on the keypunch machine.

Programming the keypunch. SF. 1968. 13 min. sd. color. P-SF. R-BEF.
Shows the preparation of several different program cards and the function of the star wheels.

The reproducer. SF. 1968. 14 min. sd. color. P-SF. R-BEF.
Demonstrates several card reproducing techniques.

Response to the challenge. NCR. 15 min. sd. color. F-NCR.
Discusses the design and development of the NCR 400 electronic accounting machine.

The sorter. SF. 1968. 13 min. sd. color. P-SF. R-BEF.
Introduces the sorter and provides a visual analyses of its parts and their function.

Films

Story of the Century. NCR. 30 min. sd. color. F-NCR.
Describes the features and operation of the Century computer.

Systems. IBM. 1966. 14 min. sd. b&w. F-IBM.
Provides a simple explanation of the way complex computers serve government, science, and industry.

Ten-key adding machine. NCR. 25 min. sd. color. F-NCR.
Describes the features and operation of the machine.

Universal machine. NET. 1962. 30 min. sd. b&w. R-SYRCU, INDU, UILL.
Explains that a computer is a universal machine and that it is capable of doing whatever man is capable of instructing it to do.

Universe of numbers. NET. 1962. 29 min. sd. b&w. R-SYRCU, INDU, UILL.
Discusses the history of computer development and explains in lay terms how a computer solves a problem.

What do you want? UNIVAC. 1960. 20 min. sd. color. F-UNIVAC.
Traces the development of the electronic computer.

What is EDP? IBM. 1961. 13 min. sd. color. F-IBM.
Explains input, storage, processing, and output of data and deals briefly with punched cards, paper and magnetic drums, and disk and tape storage.

Filmstrips

Automation in today's modern office. FRIDEN. 54 fr. si. color. P-FRIDEN. F-FRIDEN.
Points out the importance of automation, its impact on industry and our economy, and the career opportunities it created.

Basic data processing. FRIDEN. 107 fr. si. color. P-FRIDEN. F-FRIDEN.
Shows how punched paper tape is used to simplify the handling of costly routines.

Card punch training course. GREGG. 12 fs. P-GREGG.
A series of filmstrips used in training touch operation of the card punch keyboard.

The fluid duplicator. DIC. 15 min. sd. color. P-DIC.
Shows how to operate and adjust a fluid duplicator.

IBM 24-26 card punch operation. ADV. 18 min. average. sd. color. P-ADV.
A set of nine filmstrips with synchronized sound-on-tape and each covering some aspect of the operation of the machine.

The mimeograph. DIC. 24 min. sd. color. P-DIC.
Discusses the operation and adjustments of a mimeograph machine.

Offset and you. DIC. 8 min. sd. color. P-DIC.
Tells the history of lithography from the lithographic stone to present day offset.

Operating a floor model offset. DIC. 17 min. sd. color. P-DIC.
Describes the operation and adjustments of the machine.

Filmstrips

Operating a table-top offset duplicator. DIC. 11 min. sd. color. P-DIC.
Describes the operation and adjustments of the machine.

Ten-key touch training course. GREGG. 25 fs. P-GREGG.
A series of filmstrips used in training touch operation on all electric 10-key keyboard machines. Used with a controlled reader type projector.

This business of numbers. UNIVAC. 1960. 20 min. sd. color. F-UNIVAC.
Traces the use of arithmetic machines up to the development of electronic computers.

Tips for the offset operator. DIC. 10 min. sd. color. P-DIC.
Gives useful operating procedures for the offset machine.

Una and the Univac. UNIVAC. 1960. 16 min. si. color. F-UNIVAC.
Shows data processing from punched cards to today's computers.

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Transparencies

Business data processing fundamentals. GREGG. 32 trans. color. P-GREGG.
A series of transparencies that covers common language media and mechanical and electronic data processing.

Data processing. VPD3M. color. Four volumes. P-VPD3M.
A series of transparencies that presents the theory and operations of data processing equipment without the need for expensive equipment.

Office Machines

Transparencies

Introduction to computers. VAL. 31 trans. P-VAL.
A series of transparencies that covers basic computer systems and concepts.

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Charts

Data processing charts. TAI. Three. 19" x 25". color. P-TAI.
Illustrates the use of data processing equipment for business needs.

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Tapes

Business machine series-ten key. ERAS. Nine reels. P-ERAS.
A series of tapes that provides 18 lessons for use with any textbook.

Card punch. IBMC. P-IBMC.
Provides detail operating instruction for the 024, 026, and 029 IBM card punch.

Operator training course, 24-26 card punch machine. MPC. P-MPC.
A series of seven reels that provides basic instruction and practice in operating the card punch machine.

Personnel Management

Films

The clerk. NFBC. 1958. 27 min. sd. b&w. (Nature of work ser.) P-MGHT. R-BEF, SYRCU, INDU, UILL.
Tells about a young man assigned to dull, repetitive desk work and the conflict between what he wants from his job and what the firm wants from him comes into sharp focus when he eventually rebels against the limitations imposed on him.

Delegating work. MGHT. 1959. 8 min. sd. color. (Plant. sup. ser.) P-MGHT. R-BEF, SYRCU.
Presents the problem of a supervisor's failure to delegate work properly and shows the serious effects on the supervisor and on his workers.

The department manager. NFBC. 1958. 27 min. b&w. P-MGHT. R-BEF, SYRCU, UILL.
Shows the change in a man who moved up the ladder from creative work to managerial work and points out the effects, on both the worker and the company, of promoting a man to a "better" job for which he is not suited.

Effective criticism. CORF. 1951. 11 min. sd. b&w. P-CORF. R-SUNYB, SYRCU, INDU, UILL.
Discusses the various types of criticism and points out the differences between evaluative and instructive criticism.

Films

Employment interview. MGHT. 1953. 11 min. sd. b&w. (Per. man. ser.) P-MGHT. R-BEF, SYRCU, INDU.
Notes that a well-planned interviewing system, carried out by competent personnel officers, is essential for good business and correlated with *Personnel Management* by Scott, Clothier, and Spriegel.

Enforcing rules and procedures. MGHT. 1959. 9 min. sd. b&w. (Plant. sup. ser.) P-MGHT. R-BEF, INDU.
Shows effective methods of establishing and enforcing reasonable shop rules and procedures.

The engineering of agreement. RTBL. 1958. 21 min. sd. b&w. P-RTBL. R-RTBL.
Shows how to foster understanding and agreement among people.

Executive interview. MGM. 1958. 9 min. sd. b&w. R-TFC.
Indicates that the purpose of an interview may be easily misinterpreted.

The follow-through. MGHT. 1958. 8 min. b&w. (Off. sup. prob. ser.) P-MGHT. R-BEF, SUNYA, SYRCU, INDU, UILL.
Tells about a supervisor who fails to explain adequately the operation of a new office machine for binding a rush mimeograph job and returns later to find trouble on his hands.

Fragile, handle feelings with care. NSC. 10 min. sd. b&w. R-BEF.
Deals with a foreman who can't understand why his workers are suddenly giving him the "cold shoulder."

Films

The general foreman. NFBC. 1958. 27 min. sd. b&w. (Nature of work ser.) P-MGHT. R-BEF, SYRCU, INDU, UILL.
Shows the general foreman as an example of the "man in the middle" with loyalty divided between the men under him and the company.

Getting along with others. INDU. 29 min. sd. b&w. R-BEF.
Emphasizes that interest in others, acceptance, understanding, cheerfulness, helpfulness, and neatness are basic factors for getting along with people.

Good place to work. NAM. 14 min. sd. b&w. R-BEF, UILL.
Reveals how management checks the qualifications of an employee in order to place him where he will be happy and productive.

The grapevine. MGHT. 1958. 8 min. sd. color. (Off. sup. prob. ser.) P-MGHT. R-BEF, SYRCU, INDU, UILL.
Shows how an erroneous report that two office workers are going to be replaced by new machines spreads and disrupts the entire organization.

The grievance. NFBC. 1954. 30 min. sd. b&w. (Plant. sup. ser.) P-MGHT. R-BEF, SYRCU, INDU, UILL.
Tells about the grievance of a worker and how it is processed.

Grievance hearing. MGHT. 1953. 15 min. sd. b&w. (Per. man. ser.) P-MGHT. R-BEF, SYRCU, UILL.
Presents a case history of a grievance case from the initial causes to the final settlement and correlated with *Personnel Management* by Scott, Clothier and Spriegel.

Films

The hidden grievance. MGHT. 1959. 7 min. sd. color. P-MGHT. R-BEF.
Helps to make the supervisor aware of the need for sensitivity in recognizing and understanding underlying causes of an employee grievance in order to handle it satisfactorily.

How much cooperation. MGHT. 1958. 8 min. sd. color. (Off. sup. prob. ser.) P-MGHT. R-BEF, SUNYA, SYRCU, INDU.
Deals with an office situation where there is a lack of agreement as to what is meant by cooperation.

In the middle. MGHT. 1958. 7 min. sd. b&w. (Off. sup. prob. ser.) P-MGHT. R-BEF, INDU, UILL.
Deals with the temporary transfer of a worker and the problems that arise as a result of the supervisor's trying to be fair.

Inner man steps out. STRAUS. 1951. 34 min. sd. b&w. R-UILL.
Points out how different people react to different situations and how the supervisor can use this knowledge to improve his own job.

It's up to you. AMC. 24 min. b&w. R-INDU, UILL.
Illustrates the importance of conscientiously developing the qualities of executive leadership.

Job evaluation and merit rating. MGHT. 1953. 13 min. sd. b&w. (Per. man. ser.) P-MGHT. R-BEF, SYRCU, UILL.
Shows the value of analyzing accurately the type of work required on jobs and of rating objectively the performance of individuals at their assigned tasks. Correlated with *Personnel Management* by Scott, Clothier and Spriegel.

Films

Judging people. RTBL. 1962. 23 min. sd. b&w. R-RTBL.
Deals with practical techniques for appraising performance, assigning work, delegating responsibility, and hiring personnel.

Let's be human. BEF. 1951. 15 min. sd. b&w. R-BEF, INDU.
Presents, through animation, seven basic steps in handling people.

The missing interest. MGHT. 1964. 9 min. sd. b&w. P-MGHT. R-BEF, SYRCU, INDU.
Discusses methods of developing employee involvement and interest in low-level, narrow-scope jobs.

More than words. STRAUS. 1959. 14 min. sd. color. R-SYRCU, UILL.
Outlines basic principles and methods of good communication when dealing with people.

Office teamwork. EBE. 1952. 12 min. sd. b&w. R-BEF, SYRCU, INDU, UILL.
Emphasizes the advantage of cooperation and teamwork to staff members and management.

Onward and upward. NAM. 13 min. sd. b&w. R-BEF.
Shows proper methods of training apprentices, supervisors, and executives in industry.

Overcoming resistance to change. RTBL. 1962. 30 min. sd. b&w. P-RTBL. R-RTBL.
Shows how to handle resistance to change by opening communication channels, clearing up misunderstandings, and developing participation.

Films

The pacesetter in aisle no. 3. GEMILL. 16 min. sd. color. F-GEMILL.
Tells how a young man, frustrated in his job of stocking shelves in a supermarket, is properly trained by his store manager who highlights the importance of the job.

People are just people. NCR. 18 min. sd. color. F-NCR.
Visualizes the five human weaknesses of laziness, carelessness, indifference, forgetfulness, and temptation and points out how these weaknesses can cause losses in business.

Person to person communications. RTBL. 1956. 14 min. sd. color. P-RTBL. R-SYRCU.
Uses conversations between employer and employee to demonstrate good listening practices and shows how failure to listen to what another person is saying can lead to tragic and needless misunderstanding.

The personal problem. MGHT. 1959. 6 min. sd. b&w. (Plant. sup. ser.) P-MGHT. R-BEF, INDU, UILL.
Shows methods of dealing with an employee with a personal problem which affects job efficiency.

Personality conflict. MGHT. 1959. 7 min. sd. color. (Plant. sup. ser.) P-MGHT. R-BEF, SYRCU.
Shows what happens when two conflicting personalities must work together.

Promotion bypass. MGHT. 1958. sd. b&w. (Off. sup. prob. ser.) P-MGHT. R-BEF, INDU, UILL.
Indicates methods of telling an employee disappointing news.

Films

A self-made man. MGHT. 1964. 8 min. sd. color. P-MGHT. R-BEF, SYRCU, INDU.
Discusses the factors that lead to successful self-development.

Shop steward. NFBC. 1954. 22 min. sd. b&w. P-NFBC. R-INDU, UILL.
Shows the efforts of a shop steward to resolve the grievances of the workers in his unit.

The skilled worker. NFBC. 1958. 27 min. sd. b&w. P-MGHT. R-BEF, SYRCU, INDU, UILL.
Considers the problem of the skilled worker who is displaced by a machine and points out that, although another job is provided, the worker finds it difficult to adjust.

Something to work for. RTBL. 30 min. sd. color. P-RTBL. R-RTBL.
Reveals what happens when demands are high, communication is open, and people are given support and encouragement in reaching common goals.

Supervisory conferences. MGHT. 1953. 14 min. (Per. man. ser.) P-MGHT. R-BEF, SYRCU, UILL.
Explains the purpose of training programs and correlated with *Personnel Management* by Scott, Clothier, and Spriegel.

That's not my job. RTBL. 26 min. sd. color. P-RTBL. R-RTBL.
Shows importance of cooperation and teamwork by encouraging employees to learn how their work relates to the work of others and contributes to the end product or service of the group.

Films

The way I see it. RTBL. 1965. 23 min. sd. color. P-RTBL. R-RTBL.
Reviews the problems that cause job assignments to fail and work relationships to deteriorate.

Filmstrips

Supervisory problems in the office. MGHT. sd. 12 fs. P-MGHT.
A series of 12 filmstrips that presents vital office problems in human relations and shows the circumstances that created the problems.

Set 1. 1955. b&w.
  Combatting job monotony - 33 fr.
  Error-correction talk - 37 fr.
  Excessive supervision - 32 fr.
  Motivating the long-service employee - 40 fr.
  Orientation and induction - 38 fr.
  Understanding employee viewpoint - 37 fr.
Set 2. 1957. color.
  Corrective guidance talk - 48 fr.
  Developing team spirit - 39 fr.
  Easing a disappointment - 43 fr.
  Making compliments count - 42 fr.
  Overcoming resistance to new methods - 39 fr.
  Rating employee performance - 44 fr.

Stenography

Films

As others see us. BIS. 10 min. sd. b&w. R-BEF.
Shows government employees how to treat the public with courtesy and intelligence.

The bright young newcomer. MGHT. 1958. 8 min. sd. b&w. (Off. sup. prob. ser.) P-MGHT. R-BEF, SYRCU, INDU.
Depicts an incident between two office girls in which a new worker criticizes the established system of filing.

The court reporter. TAI. 10 min. R-BEF, UILL.
Discusses requirements for becoming a court reporter and shows actual stenotype instead of shorthand for high speed writing.

Do I want to be a secretary? CORF. 1954. 10 min. sd. b&w. P-CORF. R-BEF, SYRCU, INDU, UILL.
Shows the skills, personal qualities, educational requisites, and principal duties of a secretary.

Down at the office. NSC. 10 min. sd. b&w. R-BEF.
Discusses causes of accidents in the office such as paper clips, matches and cigarettes on the floor, open drawers, chairs in wrong positions, and slippery floors.

Films

Duties of a secretary. NEF. 30 min. sd. b&w. R-BEF.
Gives the important "do's and don'ts" of many secretarial duties including dress, office procedure, dictation, mail handling, filing procedure, calendar control, and telephone technique.

Getting what you're after. NFBC. 1955. 5 min. sd. b&w. P-NFBC. R-BEF, SYRCU.
Relates the ethics used by two girls as they apply for the same position.

Journey for Miss James. NSA. 7 min. sd. color. R-BEF.
Depicts the scope, interest, and excitement of the job as well as the initiative and ability necessary to cope with important decisions.

Office courtesy. EBE. 1952. 12 min. sd. color. F-NYSDC. R-BEF, SYRCU, INDU, UILL.
Dramatizes techniques for office workers who deal with persons outside the company, face-to-face, and over the telephone.

Office etiquette. EBE. 1950. 14 min. sd. b&w. R-BEF, SUNYA, SYRCU, INDU, UILL.
Emphasizes the importance of courtesy in daily business contacts such as applying for a job, reporting for work, and performing routine secretarial duties.

Films

Office teamwork. EBE. 1952. 12 min. sd. b&w. R-BEF, SUNYA, SYRCU, INDU, UILL.
Dramatizes representative office situations in which teamwork is necessary.

The secretary: a normal day. CORF. 1966. 11 min. sd. color. P-CORF. R-BEF, SYRCU, INDU, UILL.
Reviews such duties of a secretary as setting up the daily schedule, handling the mail, using the phone, operating business machines, taking dictation, transcribing, and ordering supplies.

The secretary: taking dictation. CORF. 1966. 11 min. sd. color. P-CORF. R-BEF, SYRCU, INDU, UILL.
Explains the procedures and practices for taking dictation including sitting position, making additions, insertions, corrections, indicating rush items, and handling of difficult names and words.

The secretary: transcribing. CORF. 1966. 11 min. sd. color. P-CORF. R-BEF, SYRCU, INDU, UILL.
Demonstrates transcription techniques such as handling of shorthand notes, proper layout, making corrections, proofreading, handling non-dictated letters, and the use of a transcribing machine.

Shorthand: see them write. UWISC. 1966. 16 min. sd. b&w. R-SYRCU, UILL.
Demonstrates the writing of Gregg shorthand at various speeds and shows arm and hand positions, turning pages, and using proper writing instruments.

Films

The successful secretary. ROYAL. 1968. 13 min. sd. color. R-BEF.
Illustrates better ways to do the job in various secretarial situations and emphasizes the importance of the secretary as a part of the management team.

University secretary. UMINN. 1959. 30 min. sd. b&w. R-BEF, UILL.
Deals with the special problems of a university secretary.

Your career as a secretary. MLA. 1962. MLA. 27 min. sd. color. P-MLA. R-MLA, UILL.
Discusses the aptitudes and training necessary to become a secretary and points out the jobs and rewards available.

You're on the team. EKC. 15 min. sd. color. R-BEF.
Describes the proper methods of preparing material for mailing including stuffing, stapling, and collating.

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Filmstrips

CPS—emblem of excellence. NSA. 1965. 14 min. sd. color. F-NSA.
Describes the content of the Certified Professional Secretaries Program and how a CPS rating is attained.

Duties of a secretary. UNDERW. 138 fr. sd. color. F-UNDERW. R-BEF.
Explains the daily tasks and responsibilities of a stenographer including the correct and incorrect way to organize work, exercise initiative, and practice human relations.

Filmstrips

Gregg shorthand course—Diamond Jubilee Series. GREGG. 1963. 12 fs. P-GREGG.
A series of filmstrips that is correlated with Lessons 1 through 70 of the *Gregg Shorthand, Diamond Jubilee Series*. Used with a skill builder type projector.

Secretarial training series. MGHT. P-MGHT. R-BEF.
A series of filmstrips that gives practical advice on how to improve secretarial skills.
- Set 1. 1954. sd. b&w.
  - Adjusting to the job - 56 fr.
  - First job - 55 fr.
  - Getting a job - 58 fr.
  - Job growth - 54 fr.
  - Secretarial attitudes - 63 fr.
  - Secretarial cooperation - 57 fr.
- Set 2. 1959. sd. color.
  - Adjusting to change - 60 fr.
  - Filing, finding and followup - 57 fr.
  - Initiative vs. aggressiveness - 61 fr.
  - Organizing and planning - 52 fr.
  - Secretarial shortcuts, part 1 - 61 fr.
  - Secretarial shortcuts, part 2 - 58 fr.

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Charts

Motivation chart for shorthand. TAI. 22" x 32". color. P-TAI.
Lists shorthand speeds from 50 to 140 words per minute and provides space at each level for inserting slips with student's name to indicate progress.

Shorthand posters. GREGG. Five. color. 24" x 36". P-GREGG.
A series of charts that contains the 129 brief forms and 27 selected derivatives in order of presentation from *Gregg Shorthand, Diamond Jubilee Series*.

Shorthand wall charts. Set 1-letter style. TAI. Three. 19" x 25". P-TAI.
A series of charts that shows how to determine the line length of a letter.

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Tapes

Business letters for dictation and transcription. GREGG. 10 reels. P-GREGG.
A series of 1-hour tapes with short letters dictated only once at speeds from 60 to 100 words per minute.

Dictation tapes. DDC. 32 reels. P-DDC.
A series of tapes that provides short business letters at speeds from 50 to 140 words per minute.

Multi-channel dictation tapes. GREGG. 60 reels. P-GREGG.
Offers practice at speeds from 60 to 105 words a minute and correlated with *Gregg Shorthand, Diamond Jubilee Series*.

Multi-channel theory dictation tapes. GREGG. 70 reels. P-GREGG.
A series of tapes tailored for individual differences and correlated with *Gregg Shorthand, Diamond Jubilee Series*.

Office style dictation. EMCC. P-EMCC.
Presents 35 letters dictated at 80 words a minute with the characteristics of on-the-job dictation.

Office style series. TAI. Six reels. P-TAI.
A series of tapes that illustrates various techniques of dictations.

Stenography

Tapes

Personal shorthand. ERAS. 15 reels. P-ERAS.
A series of tapes that presents 30 lessons which cover theory and dictation practice.

Short letter dictation. ERAS. Nine reels. P-ERAS.
A series of tapes that presents letters dictated from 50 to 80 words per minute.

Speed development library. GREGG. 120 reels. P-GREGG.
A series of tapes that provides speed development for advanced shorthand classes.

Speed development series. TAI. Six reels. P-TAI.
A series of tapes that develops fast writing responses, provides theory review, and improves vocabulary.

Step plan dictation series. EMCC. Four reels. P-EMCC.
A series of tapes that presents letters dictated from 70 to 120 words per minute.

Vocabulary - letter series. TAI. Six reels. P-TAI.
A series of tapes that concentrates on troublesome words.

—•—

Records

Business letters. DDC. 92 records. P-DDC.
A series of records that provides shorthand practice at speeds from 40 to 160 words per minute.

Challenge set. DDC. 12 records. P-DDC.
A series of records that contains short letters dictated at speeds from 50 to 160 words per minute.

Records

500 commonest words. DDC. Eight records. P-DDC.
A series of records that contains business letters devoted to the 500 most commonly used words and dictated at speeds from 60 to 130 words per minute.

Five-minute dictations. DDC. 16 records. P-DDC.
A series of records that gives practice with sustained dictation.

Phrase-letter dictation records. GREGG. 15 records. P-GREGG.
A series of records that provides practice with warmup phrase letters.

Shorthand theory records. (Diamond Jubilee) DDC. 16 records. P-DDC.
A series of records that provides business letters which give practice in word beginnings and endings, brief forms, and at least one example of all the principles of the Gregg system.

Speed dictation records. GREGG. 25 records. P-GREGG.
A series of records that gives a five-minute dictation at one speed.

Spelling for transcription. DDC. Six records. P-DDC.
A series of records that contains the most common spelling errors made in transcription.

Theory dictation records. GREGG. 20 records. P-GREGG.
A series of records based on familiar material and correlated with *Gregg Shorthand, Diamond Jubilee Series*.

Transportation

Films

Air cargo-a modern marketing tool. UAIRC. 1964. 29 min. sd. color. F-UAIRC.
Presents the beneficial uses of air cargo by both large and small businesses.

The airport jam. CBSTV. 26 min. sd. b&w. R-AF.
Reviews the traffic jam enroute to the airports and what is being done about it.

Autos, autos everywhere. CBSTV. 1967. 25 min. sd. color. P-MGHT. R-SYRCU.
Examines the current plans for the automobile of tomorrow in terms of shape, power source and role in society.

Barge Canal - main street of New York. NYSWA. 1962. 27 min. sd. color. F-NYSDC.
Shows the importance and operation of the Barge Canal.

The crowded air. CBSTV. 26 min. sd. b&w. R-AF.
Presents the problem of air traffic control.

Flight plan. AMAIR. 1966. 10 min. sd. color. F-NYSDC.
Explains the planning that goes into every commercial flight.

It's your move. CEMA. 24 min. sd. color. F-MTP.
Shows how conveyors save time and work by handling materials.

Films

Lifeline on wheels. AUTO. 1965. 28 min. sd. color. F-MTP.
Tells the many ways that trucks serve all segments of the population.

New directions in modern railroading. ICR. 1967. 27 min. sd. color. F-ICR.
Shows the modernization that is taking place in railroad transportation.

67 south. PNYA. 1961. 25 min. sd. color. F-NYSDC.
Presents the step-by-step movement of export freight from point of origin to loading aboard a vessel at the port of New York.

The strongest link. GM. 1965. 26 min. sd. color. F-GM, MTP.
Portrays the story of truck transportation.

Today is the 21st. PNYA. 1967. 22 min. sd. color. F-NYSDC.
Shows the use of intermodel containers.

Traffic jam upstairs. CBSTV. 26 min. sd. b&w. R-AF.
Reviews the traffic problems in the nation's airways.

A traveler meets air traffic control. FAA. 1963. 33 min. sd. color. F-FAA.
Gives a simple explanation of FAA's air traffic system.

Trip from Chicago. CBSTV. 1967. 25 min. sd. color. P-MGHT. R-SYRCU.
Considers some of the possibilities for transportation in the 21st century.

Transportation

Films

Trucks and your town. RTL. 1964. 23 min. sd. color. F-RTL.
Tells the story of motor transportation and its role in the economics of everyday life.

Using the airspace. FAA. 20 min. sd. b&w. F-FAA.
Describes enroute and terminal navigation aids and associated air traffic control procedures.

Wings at work. LAS. 1966. 30 min. sd. color. F-NYSDC.
Explains the importance of using aircraft in business to save time and money.

The wonder of water. AWO. 1967. 28 min. sd. color. F-AF.
Reviews the uses of water resources for barge transportation.

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Filmstrips

Any town U.S.A. UAC. 15 min. sd. color. F-UAC.
Tells the story of general aviation and its impact on the business and economic growth of any town with an airport.

◆

Charts

America's products and the trucks that carry them. AUTO. 18" x 37". F-AUTO.
Shows the principal products of each state.

Charts

History of land transportation. ATA. 35" x 44". color. F-ATA.
Traces the history of American land transportation.

Inland waterways of the United States. AWO. 22" x 34". F-AWO.
Illustrates the inland waterways of the U.S.

Typing

Films

First step typing. SF. 1968. 12 min. sd. color. P-SF. R-BEF.
Demonstrates the purpose and correct handling of various manipulative parts of the typewriter.

Impressions. IBM. 1964. 11 min. sd. color. F-IBM.
Describes the variety of typewriting supplies which work to create the desired impressions.

Keys to the future. ROYAL. 30 min. sd. color. R-BEF.
Shows how a knowledge of typing can provide extra income and outlines careers where typing is an asset.

Know your typewriter. BEVA. 30 min. sd. b&w. P-BEF. R-BEF.
Tells how to feed paper, use touch control, set tabulator stops, change ribbon, use noiseless machines, indent, add an extra letter in a word, and set margins.

Posture and the keyboard. SF. 1968. 14 min. sd. color. P-SF. R-BEF.
Shows the interrelationships among the typist, the typewriter, and the copy.

Remedial typing. SF. 1968. 11 min. sd. color. P-SF. R-BEF.
Points out that the most common typing errors result from poor posture and finger positioning, unrhythmic typing, and a generally careless attitude.

Films

Right at the typewriter. IBM. 1962. 27 min. sd. b&w. F-IBM.
Covers the operation of the typewriter and includes posture, proper stroking, carbon copies, ribbons, and stencils.

Typewriter in business. RRAND. 21 min. sd. b&w. 1956. R-BEF, INDU, UILL.
Shows the various applications and uses of typewriters and typewriter attachments.

Typewriter techniques. SF. 1968. 12 min. sd. color. P-SF. R-BEF.
Describes the functions of the manipulative parts of the manual typewriter and shows various hand and finger positions for numbers.

Typing skills: building speed. CORF. 1966. 11 min. sd. b&w. P-CORF. R-BEF.
Indicates how practice will improve work attitudes, typing patterns, speed, and confidence.

Typing skills: daily job techniques. CORF. 1966. 13 min. sd. b&w. P-CORF. R-BEF.
Illustrates ways to increase such typing skills as organizing one's desk; grouping similar jobs; and applying proper techniques in typing envelopes, stencils, and reports.

Typing techniques. SF. 1968. 12 min. sd. color. P-SF. R-BEF.
Shows various typing techniques such as correcting errors, handling carbons, lining up, typing of envelopes, and realinement of an interrupted letter.

Filmstrips

Adventures in typewriter art. ATH. 80 fr. P-ATH.
Shows how to make designs with a typewriter.

The fluid master. DIC. 15 min. sd. color. P-DIC.
Explains how to make and correct a master for a fluid duplicator.

Gregg typing. GREGG. 18 fr. P-GREGG.
A series of filmstrips that covers keyboard reinforcement and skill development on manual and electric machines. Used with a skill builder type projector.

The paper master. DIC. 14 min. sd. color. P-DIC.
Tells how to prepare a paper master for the offset machine.

The stencil. DIC. 22 min. sd. color. P-DIC.
Explains how to prepare a stencil for the mimeograph machine.

Typewriting series. MGHT. sd. b&w. 14 fs. P-MGHT. R-BEF.
A series of filmstrips that shows the correct use of the typewriter and important typing techniques.
Set 1. b&w.
  Better posture—better typing - 50 fr.
  Fundamental typing habits - 42 fr.
  Getting the typewriter ready, part I - 40 fr.
  Getting the typewriter ready, part II - 36 fr.
  How typing is learned—and why - 54 fr.
  Remedial typing techniques - 50 fr.
Set 2. color.
  Basic display typing: methods and shortcuts, part I - 34 fr.
  Basic display typing: methods and shortcuts, part II - 46 fr.

Filmstrips

  Basic display typing: principles and patterns - 66 fr.
  Basic forms typing - 75 fr.
  Basic letter typing, part I - 51 fr.
  Basic letter typing, part II - 33 fr.
  Basic manuscript typing - 62 fr.
  Basic tabulation typing - 82 fr.

Typing-keyboard introduction course. GREGG. 10 fs. P-GREGG.
A series of filmstrips that provides a wide variety of application exercises. Used with a skill builder type projector.

Typing-skill development course. GREGG. 25 fs. P-GREGG.
A series of filmstrips that develops rapid and accurate alphabetical and numerical responses. Used with a skill builder type projector.

Transparencies

Beginning typing. VPD3M. P-VPD3M.
A series of transparencies that introduces the typewriter and shows its uses.

Clerk-typist. VPD3M. P-VPD3M.
A series of transparencies that presents the responsibilities of the clerk-typist.

Typewriting transparencies. SWPC. 92 trans. P-SWPC, VAL.
A series of transparencies that covers most aspects of typing.
  Machine manipulation - 21 trans.
  Learning the keyboard - 23 trans.
  Basic typewriting operations - 30 trans.
  Special applications - 19 trans.

Typing exercises. VPD3M. P-VPD3M.
A series of transparencies that proceeds from elementary to more complex exercises.

Transparencies

Typing transparencies. GREGG. P-GREGG.
A series of transparencies that covers the keyboard and fundamentals of production.
- Vol. 1 Keyboard-alphabet
- Vol. 2 Keyboard-numbers and symbols
- Vol. 3 Tabulations
- Vol. 4 Forms
- Vol. 5 Manuscripts
- Vol. 6 Correspondence

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Charts

Good posture charts. ADJUSTO. Four. 11" x 17". color. P-ADJUSTO.

Typewriter keyboard chart. CRIM. 13" x 21". P-CRIM.

Typewriting wall charts. TAI. 20. color. P-TAI.
A series of charts that covers many aspects of typing.
- Letter style charts - 5 charts
- Behavior-pattern cartoons - 5 charts
- Typing technique cartoons - 5 charts
- Manuscript guides - 2 charts
- Hand position - 1 chart
- Manual typewriter keyboard - 1 chart
- Electric typewriter keyboard - 1 chart

Typing picture posters. GREGG. 12. 24" x 26". color. P-GREGG.

Typing wall chart. GREGG. 40" x 54". P-GREGG.

Tapes

Fundamentals of production. GREGG. 12 reels. P-GREGG.
A series of tapes that covers lessons 25-48 of *Gregg Typing/191 Series.*

Keyboard course. GREGG. 12 reels. P-GREGG.
A series of tapes that covers lessons 1-24 of *Gregg Typing/191 Series.*

Typewriting tapes. SWPC. 15 reels. P-SWPC.
A series of tapes that presents lessons 1-30 of *20th Century Typewriting,* 9th ed.

Typing - first year. ERAS. 74 reels. P-ERAS.
A series of tapes that provides the first year lessons in *20th Century Typewriting,* 9th ed.

Typing skill drives. GREGG. 10 reels. P-GREGG.
A series of tapes that helps the student improve his speed and accuracy.

◆

Records

Keyboard drills and exercises. GREGG. 20 records. P-GREGG.
A series of records that presents instructions for mastering the keyboard.

Musical typing. DDC. Four records. P-DDC.
A series of records that provides music with a highly accented beat for speeds from 20 to 50 words per minute.

16-60 series, typewriting rhythm records. GREGG. 12 records. P-GREGG.
A series of rhythm records that provides musical drill for speeds from 16 to 60 words per minute.

Vocational Guidance

Films

Aptitudes and occupations. 2nd ed. CORF. 1965. 16 min. sd. b&w. P-CORF. R-BEF, SYRCU, UILL.
Shows how scholastic achievement, aptitude tests, and interest inventories can help guide students toward a rewarding occupation.

Career surprises. IINFOI. 14 min. sd. color. F-IINFOI.
Shows employees at work in the property and liability insurance business.

CPA. AICPA. 29 min. sd. b&w. F-AF.
Tells the story of one day in the life of a certified public accountant.

Distributive education. VDE. 16 min. sd. b&w. R-BEF, INDU.
Shows the various opportunities available in the field of distributive education such as retailing, selling, advertising, buying, and merchandising.

Do I want to be a secretary? CORF. 1954. 10 min. sd. b&w. P-CORF. R-BEF, SYRCU, INDU. UILL.
Shows the skills, personal qualities, educational requisites, and principal duties of a secretary.

Getting a job. EBE. 1954. 16 min. sd. b&w. P-EBE. R-BEF, SYRCU, INDU, UILL.
Describes six common roads to a job; how to secure lists of prospects; and how to use the personal history, the application, and the letter of recommendation.

Films

How to investigate vocations. CORF. 1952. 11 min. sd. b&w. P-CORF. R-BEF, SUNYA, SUNYB, SYRCU, INDU, UILL.
Considers how to interpret vocational guidance tests, how to apply this information to different vocations, and how to secure job experience.

How to keep a job. CORF. 1950. 11 min. sd. b&w. P-CORF. R-BEF, SUNYA, SYRCU, INDU, UILL.
Indicates the importance of dependability, cooperation, initiative, and loyality in keeping a job.

Improve your personality. CORF. 1951. 10 min. sd. b&w. P-CORF. R-BEF, SUNYA, SYRCU, INDU, UILL.
Shows how personalities can be developed, adapted, and controlled.

Job interview: three young men. CF. 1967. 16 min. sd. b&w. P-CF. R-BEF, SYRCU.
Shows actual job interviews photographed with a hidden camera.

Job interview: three young women. CF. 1967. 17 min. sd. b&w. P-CF. R-BEF, SYRCU.
Shows actual job interviews photographed with a hidden camera.

Personal qualities for job success. CORF. 1952. 11 min. sd. b&w. P-CORF. R-BEF, SYRCU, INDU, UILL.
Shows how to apply for a job and the importance of initiative, good personal appearance, businesslike habits, willingness to take criticism, and ability to get along with others.

Films

Planning your career. EBE. 1954. 16 min. sd. b&w. P-EBE. R-BEF, SUNYA, SYRCU, UILL.
Tells three steps for planning a career: learning about yourself, learning about different vocations, and comparing your own interests and abilities with selected vocations.

Salesmanship: career opportunities. ALTSUL. 1966. 14 min. sd. color. R-BEF, UILL.
Discusses the role of selling and related activities in modern business and lists the personal qualifications necessary for a career in selling.

Step into banking. ABA. 1967. 14 min. sd. color. P-ABA. F-NYSBA (or any local commercial bank).
Deals with job and career opportunities available in banking.

Your career as a secretary. MLA. 1962. 27 min. sd. color. P-MLA. R-MLA.
Discusses the aptitudes and training necessary to become a secretary and points out the jobs and rewards available.

Your earning power. CORF. 1952. 11 min. sd. b&w. P-CORF. R-BEF, SYRCU, UILL.
Shows how economic conditions, kind of job, amount of education, personal qualities, and ability to produce affect ones earning power.

Filmstrips

Foundations for occupational planning series. SVE. 1961. Five fs. P-SVE.
A series of filmstrips that explains the importance of planning for future jobs.
What are job families - 36 fr.
What do you like to do - 35 fr.
What good is school - 41 fr.
What is a job - 41 fr.
Who are you - 37 fr.

The job interview. EGH. 30 fr. color. (Occup. ed. ser.) P-EGH.
Covers techniques and procedures to use during an interview.

Looking at business careers. MGHT. 1956. 33 fr. si. b&w. P-MGHT.
Discusses careers in the business world and their importance to our modern way of life.

Office occupations. NFBC. 47 fr. si. color. P-SBC.
Portrays typical office occupations including secretarial, public contact, and accounting.

Office workers. MGHT. 12 min. sd. b&w. P-MGHT.
Explains the qualifications, duties, and responsibilities for office occupations.

Preparing for work. UMINN. 14 fs. P-UMINN.
A series of filmstrips that presents an orientation to the world of employment.
Why do people work?
Your job application.
Does it matter how I look?
Now I want a job.
Job interview tips.
The maintenance worker.
The restaurant worker.
Service to people.
The sales clerk and the office worker.
Jobs in transportation.

Filmstrips

The factory worker.
A look at other jobs.
What do you do if?, series A.
What do you do if?, series B.

Succeeding in your career. MGHT. 1956. 35 fr. si. b&w. P-MGHT.
Indicates ways to succeed on the job.

Vocational decisions series. SVE. 1968. sd. color. P-SVE.
Discusses a variety of occupational opportunities, ways to develop one's potential, and how to match abilities and interests to vocational decisions.
An introduction to vocation - 49 fr.
The world of work - 63 fr.
Counseling in vocational decisions - 63 fr.

Vocational guidance series. GA. 1967. sd. color. P-GA.
A series of filmstrips that helps prepare individuals to enter the world of employment.
Choosing your career, part I
Choosing your career, part II
Getting and keeping your first job, part I - 67 fr.
Getting and keeping your first job, part II - 64 fr.
If you're not going to college, part I - 71 fr.
If you're not going to college, part II - 62 fr.
Preparing for the jobs of the 1970's, part I - 76 fr.
Preparing for the jobs of the 1970's, part II - 69 fr.
Preparing for the world of work, part I - 60 fr.
Preparing for the world of work, part II - 84 fr.
What you should know before you go to work, part I

Filmstrips

What you should know before you go to work, part II
Your job interview, part I - 65 fr.
Your job interview, part II - 72 fr.

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Transparencies

Guide to finding a job. TECN. 7 trans. P-TECN.
A series of transparencies that shows where to look for a job, necessary personal information, and the usual employment forms.

I want a job. UTI. 15 trans. P-UTI.
A series of transparencies that deals with the basic information needed to secure and keep a job.

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Charts

Careers in business. SWPC. 18" x 24". color. F-SWPC.
Shows careers available in the field of business.

Opportunities through business education. JWW. 20 8" x 11". P-JWW.
Acquaints students with the wide field of business employment.

◆

Tapes

Opportunities in retailing span the centuries. MER. 1968. 11 min. F-MER.
Presents the challenge, the benefits, and the excitement of a career in retailing.

Vocational interview. GA. P-GA.
A series of tapes that explores for specific jobs the nature of the work, skills required, working conditions, responsibilities, hours, and job satisfactions.

Producers and Distributors

Alphabetical by Code

A

AAF	American Advertising Fed. 655 Madison Ave. New York, N.Y. 10021
AARA	American Arbitration Assn. Education Dept. 140 West 51st St. New York, N.Y. 10020
ABA	American Bankers Assn. 90 Park Ave. New York, N.Y. 10016
ADJUSTO	Adjusto Equipment Co. 515 Conneaut St. Bowling Green, Ohio 43402
ADV	Audiovision, Inc. 33 Mercer Ave. Buffalo, N.Y. 14214
AEF	American Economic Foundation 51 East 42nd St. New York, N.Y. 10017
AF	Association Films, Inc. 600 Grand Ave. Ridgefield, N.J. 07657
AIA	American Institute of Architects 1741 New York Ave., NW. Washington, D.C. 20006
AIAS	American Iron and Steel Institute 150 East 42nd St. New York, N.Y. 10017
AICPA	American Institute of Certified Public Accountants 666 Fifth Ave. New York, N.Y. 10019
ALLD	Allied Stores Corp. 401 Fifth Ave. New York, N.Y. 10019
ALM	Almanac Films, Inc. 29 East 10th St. New York, N.Y. 10003
ALTSUL	Gilbert Altschul Productions 909 West Deversey Pkwy. Chicago, Ill. 60614
AMAIR	American Air Lines, Inc. 633 Third Ave. New York, N.Y. 10017
AMC	Associated Merchandising Corp. 1440 Broadway New York, N.Y. 10036
AMEXCO	American Express Co. 65 Broadway New York, N.Y. 10006
AMINA	American Insurance Assn. 110 William St. New York, N.Y. 10038
ANA	Association of National Advertisers 155 East 44th St. New York, N.Y. 10017

APPC
A. P. Parts Corp.
1801 Spielbusch Ave.
Toledo, Ohio 43601

ARMOUR
Armour and Co.
Box 9222
Chicago, Ill. 60690

ASE
American Stock Exchange
86 Trinity Pl.
New York, N.Y. 10006

ATA
American Trucking Assn., Inc.
1616 P St., NW.
Washington, D.C. 20036

ATH
Artistic Typing Headquarters
Teaching Aids Division
3200 Southgreen Rd.
Baltimore, Md. 21207

AUBC
Audit Bureau of Circulations
123 North Wacker Dr.
Chicago, Ill. 60606

AUBU
Auburn University
Auburn, Ala. 36830

AUTO
Automobile Manufacturers
Assn., Inc.
320 New Center Bldg.
Detroit, Mich. 48202

AVA
Audio Visual Assoc.
805 Smith St.
Baldwin, N.Y. 11512

AVCO
American Viscose Corp.
350 Fifth Ave.
New York, N.Y. 10019

AWO
American Waterways
Operators, Inc.
1250 Connecticut Ave., NW.
Washington, D.C. 20036

B

BAI
Bank Administration Institute
303 South Northwest Hwy.
Park Ridge, Ill. 60068

BAILEY
Bailey Films, Inc.
6509 De Longpre Ave.
Los Angeles, Calif. 90028

BEF
Business Education Films
5113 Sixteenth Ave.
Brooklyn, N.Y. 11204

BELL
New York Telephone Co.
140 West St.
New York, N.Y. 10007

BEVA
Business Education Visual
Aids, Inc.
5113 Sixteenth Ave.
Brooklyn, N.Y. 11204

BFMC
Bates Fabric Manufacturing
Co.
112 West 34th St.
New York, N.Y. 10001

BIS
British Information Service
845 Third Ave.
New York, N.Y. 10022

C

CAROUF
Carousel Films, Inc.
1501 Broadway
New York, N.Y. 10036

CAS
Creative Arts Studio
814 H St., NW.
Washington, D.C. 20001

CBSTV
Columbia Broadcasting Co.
485 Madison Ave.
New York, N.Y. 10025

CBT
Chicago Board of Trade
Education Dept.
141 West Jackson Blvd.
Chicago, Ill. 60604

CEMA
Conveyor Equipment
Manufacturing Assn.
100 Vermont Ave., NW.
Washington, D.C. 20005

CENTRO
Centron Corp.
West Ninth at Avalon Rd.
Lawrence, Kans. 66044

CF
Churchill Films
622 North Robertson Blvd.
Los Angeles, Calif. 90069

CGW
Corning Glass Works
Corning, N.Y. 14830

CLUETT
Cluett, Peabody and Co., Inc.
Educational Service Dept.
10 East 40th St.
New York, N.Y. 10016

CLUSA
Cooperative League of the U.S.A.
343 South Dearborn St.
Chicago, Ill. 60604

CMB
Chase Manhattan Bank
1 Chase Manhattan Plz.
New York, N.Y. 10005

CMLIC
Connecticut Mutual Life Insurance Co.
140 Garden St.
Hartford, Conn. 06105

CORF
Coronet Films
Coronet Bldg.
Chicago, Ill. 60601

CRAM
George F. Cram Co.
730 East Washington St.
Indianapolis, Ind. 46206

CRIM
E. D. Crim Publications
4271 Leimert Blvd.
Los Angeles, Calif. 90008

CU
Consumers Union Film Dept.
256 Washington St.
Mt. Vernon, N.Y. 10553

CUNA
Credit Union National Assn.
1617 Sherman Ave.
Box 431
Madison, Wis. 53701

D

DARTNL
The Dartnell Corp.
4660 Ravenswood Ave.
Chicago, Ill. 60640

DBI
Dun and Bradstreet, Inc.
99 Church St.
New York, N.Y. 10007

DDC
Dictation Disc Co.
170 Broadway
New York, N.Y. 10038

DIC
A. B. Dick Co.
1858 Western Ave.
Albany, N.Y. 12203

DUART
Du Art Film Labs, Inc.
245 West 55th St.
New York, N.Y. 10019

DUPONT
E. I. du Pont de Nemours and Co.
Advertising Dept.
Motion Picture Distr.
Wilmington, Del. 19898

E

EBE
Encyclopaedia Britannica Educational Corp.
1150 Wilmette Ave.
Wilmette, Ill. 60091

EGH
Eye Gate House, Inc.
146-01 Archer Ave.
Jamaica, N.Y. 11435

EKC
Eastman Kodak Co.
Informational Films Division
343 State St.
Rochester, N.Y. 14608

EMCC
EMC Corp.
Educational Materials Division
180 East Sixth St.
St. Paul, Minn. 55101

Producers and Distributors by Code

ERAS
Educational Research Assoc.
119 Southwest Park
Portland, Oreg. 97205

ERN
Ernst, Inc.
297 Shenango St.
Sharon, Pa. 16146

F

FA
Film Associates of California
11559 Santa Monica Blvd.
Los Angeles, Calif. 90025

FAA
Federal Aviation Adm.
Film Library
Aeronautical Center
Box 25028
Oklahoma City, Okla. 73125

FBC
Fuller Brush Co.
88 Long Hill St.
East Hartford, Conn. 06105

FORD
Ford Motor Co.
Educational Dept.
Dearborn, Mich. 48124

FRIDEN
Friden, Inc.
2350 Washington Ave.
San Leandro, Calif. 94577

FRITH
Frith Films
6736 Slema Ave.
Los Angeles, Calif. 90028

FTARC
Firestone Tire and Rubber Co.
1200 Firestone Pkwy.
Akron, Ohio 44301

G

GA
Guidance Assoc.
23 Washington Ave.
Pleasantville, N.Y. 10570

GEFOOD
General Foods Corp.
250 North St.
White Plains, N.Y. 10605

GEMILL
General Mills, Inc.
9200 Wayzata Blvd.
Minneapolis, Minn. 55426

GM
General Motors Corp.
Film Library
Detroit, Mich. 48202

GREGG
Gregg Publishing Co.
Princeton Rd.
Hightstown, N.J. 08520

H

HANDY
Jam Handy Org.
2821 East Grand Blvd.
Detroit, Mich. 48211

I

IBM
International Business Machines Corp.
Film Library
425 Park Ave.
New York, N.Y. 10022

IBMC
International Business Machines Corp.
3424 Welshire Blvd.
Los Angeles, Calif. 90005

IBMWTC
International Business Machines World Trade Corp.
821 United Nations Plz.
New York, N.Y. 10017

ICR
Illinois Central Railroad
Room 302A
135 East 11th Pl.
Chicago, Ill. 60605

IFB
International Film Bureau
332 South Michigan Ave.
Chicago, Ill. 60604

IINFOI
Insurance Information Institute
Director of Educational Relations
110 William St.
New York, N.Y. 10038

INDU
Indiana University
Audio-Visual Center
Bloomington, Ind. 47403

INLI
Institute of Life Insurance
488 Madison Ave.
New York, N.Y. 10022

IRS
Internal Revenue Service
Apply any local or district office

J

JCEE
Joint Council on Economic Education
1212 Avenue of the Americas
New York, N.Y. 10036

JWW
J. Weston Walsh
Box 1075
Portland, Maine 04104

K

KIMBCK
Kimberly-Clark Corp.
North Lake St.
Neenah, Wisc. 54956

L

LAS
Lockheed Aircraft Corp.
2555 North Hollywood Way
Burbank, Calif. 91503

LIA
Leather Industries of America
411 Fifth Ave.
New York, N.Y. 10016

LIFE
Life Magazine
Time and Life Bldg.
Room 3132
Rockefeller Center
New York, N.Y. 10020

LOL
Lloyd's of London
Lime St.
London, England

LTS
Learning Through Seeing, Inc.
Box 368
Sunland, Calif. 91040

M

MAY
Maytag Co.
Advertising Dept.
403 West Fourth St.
Newton, Iowa 50208

MER
Merchandiser Film Productions
419 Park Ave.
New York, N.Y. 10016

MGHT
McGraw-Hill Textfilms
330 West 42nd St.
New York, N.Y. 10036

MGM
Metro-Goldwyn-Meyer Studio
1540 Broadway
New York, N.Y. 10036

MLA
Modern Learning Aids
1212 Avenue of the Americas
New York, N.Y. 10036

MLPFS
Merrill Lynch, Pierce, Fenner, and Smith
70 Pine St.
New York, N.Y. 10005

MMI
Money Management Institute
Household Finance Corp.
Prudential Plz.
Chicago, Ill. 60601

Producers and Distributors by Code

MONW
Montgomery Ward and Co.
619 West Chicago Ave.
Chicago, Ill. 60607

MOORE
Moore Business Forms, Inc.
810 Kenmore Ave.
Buffalo, N.Y. 14223

MPC
Marsh-Pierce Corp.
301 East 48th St.
New York, N.Y. 10017

MTP
Modern Talking Picture Service
122 West Chippewa St.
Buffalo, N.Y. 14202

MULCO
Mullins Manufacturing Corp.
605 South Ellsworth Ave.
Salem, Ohio 44400

N

NABAC
The Association for Bank Audit, Control, and Operation
303 South Northwest Hwy.
Park Ridge, Ill. 60068

NAM
National Association of Manufacturers
Film Bureau
2 East 48th St.
New York, N.Y. 10017

NARGUS
National Association of Retail Grocers
360 North Michigan Ave.
Chicago, Ill. 60601

NATLBB
National Blank Book Co., Inc.
Water St.
Holyoke, Mass. 01040

NBCTV
National Broadcasting Co.
30 Rockefeller Plz.
New York, N.Y. 10022

NBU
National Board of Fire Underwriters
110 William St.
New York, N.Y. 10038

NCFA
National Consumer Finance Assn.
1000 Sixteenth St., NW.
Washington, D.C. 20006

NCR
National Cash Register Co.
Main and K Sts.
Dayton, Ohio 45409

NEF
National Educational Films
420 Lexington Ave.
New York, N.Y. 10017

NEMLIC
New England Mutual Life Insurance Co.
521 Boylston St.
Boston, Mass. 02117

NEP
National Education Program
815 East Center Ave.
Searcy, Ark. 72143

NET
National Educational Television
12 Columbus Cir.
New York, N.Y. 10023

NF
Norwood Films
926 New Jersey Ave., NW.
Washington, D.C. 20001

NFBA
National Food Brokers Assn.
1916 M. St., NW.
Washington, D.C. 20035

NFBC
National Film Board of Canada
680 Fifth Ave.
New York, N.Y. 10019

NICB
National Industrial Conference Board
845 Third Ave.
New York, N.Y. 10022

NSA	National Secretaries Assn. 1103 Grand Ave. Kansas City, Mo. 64106
NSC	National Safety Council 425 North Michigan Ave. Chicago, Ill. 60611
NYSBA	New York State Bankers Assn. 405 Lexington Ave. New York, N.Y. 10017
NYSDC	New York State Department of Commerce Film Library 845 Central Ave. Albany, N.Y. 12206
NYSE	New York Stock Exchange 11 Wall St. New York, N.Y. 10005
NYSWA	New York State Waterways Assn., Inc. 17 Battery Pl. New York, N.Y. 10004
NYT	New York Times 229 West 43rd St. New York, N.Y. 10036
NYU	New York University Film Library 26 Washington Pl. New York, N.Y. 10003

P

PENN	J. C. Penney Co., Inc. 330 West 34th St. New York, N.Y. 10001
PGP	Progressive Pictures 6351 Thornhill Dr. Oakland, Calif. 94611
PNYA	Port of New York Authority 111 Eighth Ave. New York, N.Y. 10011
PPAI	Point-of-Purchase Advertising Institute, Inc. 11 West 42nd St. New York, N.Y. 10036
PROGAM	Proctor and Gamble Co. 301 East Sixth St. Cincinnati, Ohio 45202

R

REP	Republic Pictures Corp. 959 Seward St. Hollywood, Calif. 90038
REYMC	Reynolds Metal Co. Box 2346 Richmond, Va. 23218
RMA	Rubber Manufacturers Assn. 444 Madison Ave. New York, N.Y. 10022
ROYAL	Royal Typewriter Co, Inc. 150 New Park Ave. Hartford, Conn. 06106
RRAND	Remington Rand Office Machines Division of Sperry Rand Corp. 1290 Avenue of the Americas New York, N.Y. 10019
RSC	Republic Steel Corp. 1013 Midland Bldg. Cleveland, Ohio 44101
RTBL	Roundtable Films, Inc. 321 South Beverly Dr. Beverly Hills, Calif. 90212
RTL	Ringsby Truck Lines, Inc. Marketing Dept. 3201 Ringsby Court Denver, Colo. 80216

S

SAUM	Anne Saum and Assoc. 79 West 12th St. New York, N.Y. 10011

Producers and Distributors by Code

SBC Stanley Bowmar Co.
4 Broadway
Valhalla, N.Y. 10595

SCHMAG Scholastic Magazines, Inc.
50 West 44th St.
New York, N.Y. 10036

SEARS Sears, Roebuck and Co.
925 South Homan Ave.
Chicago, Ill. 60624

SF Sterling Educational Films
241 East 34th St.
New York, N.Y. 10016

SMUSA Sterling Movies USA, Inc.
43 West 61st St.
New York, N.Y. 10023

SPSC Standard Pressed Steel Co.
Jenkintown, Pa. 19046

STRAUS Henry Strauss and Co.
31 West 53rd St.
New York, N.Y. 10019

SUEF Sutherland Educational Films, Inc.
201 North Occidental Blvd.
Los Angeles, Calif. 90026

SUNYA State University of New York at Albany
1223 Western Ave.
Albany, N.Y. 12203

SUNYB State University College at Buffalo
Film Rental Library
1300 Elmwood Ave.
Buffalo, N.Y. 14222

SVE Society for Visual Education
1345 Diversey Pkwy.
Chicago, Ill. 60614

SWIFT Swift and Co.
115 West Jackson Blvd.
Chicago, Ill. 60604

SWPC Southwestern Publishing Co.
5101 Madison Rd.
Cincinnati, Ohio 45227

SYRCU Syracuse University
Educational Film Library
Syracuse, N.Y. 13210

T

TAI Teaching Aids, Inc.
Box 3527
Long Beach, Calif. 90903

TECN Tecnifax Corp.
195 Appleton St.
Holyoke, Mass. 01040

TFC Teaching Film Custodians
25 West 43rd St.
New York, N.Y. 10036

TWEEDY Tweedy Transparencies
208 Hollywood Ave.
East Orange, N.J. 07018

U

UAC Utility Airplane Council
1725 DeSales St., NW.
Washington, D.C. 20036

UAIRC United Aircraft Corp.
400 Main St.
East Hartford, Conn. 06108

UEVA Universal Education and Visual Aids
221 Park Ave., South
New York, N.Y. 10003

UILL University of Illinois
Visual Aids Service
Champaign, Ill. 61820

UMINN University of Minnesota
Audio-Visual Education Service
55 Wesbrook Hall
Minneapolis, Minn. 55455

UNDERW	Olivetti-Underwood Corp. 1 Park Ave. New York, N.Y. 10016
UNIVAC	UNIVAC Division of Sperry Rand Corp. 1290 Avenue of the Americas New York, N.Y. 10019
USBC	U.S. Bureau of the Census Department of Commerce Washington, D.C. 20233
USCC	Chamber of Commerce of the United States 1615 H St., NW. Washington, D.C. 20006
USCSC	U.S. Civil Service Comm. 220 East 42nd St. New York, N.Y. 10017
USDA	U.S. Department of Agriculture Motion Pictures Service Washington, D.C. 20025
USFRB	U.S. Federal Reserve Bank 33 Liberty St. New York, N.Y. 10045
USPLC	U.S. Plywood Corp. 777 Third Ave. New York, N.Y. 10017
USSSA	U.S. Social Security Adm. 6401 Security Blvd. Baltimore, Md. 21235
UTI	United Transparencies, Inc. Box 6881 Binghamton, N.Y. 13902
UWF	United World Films, Inc. 221 Park Ave., South New York, N.Y. 10003
UWISC	University of Wisconsin Bureau of Aduio Visual Instruction Madison, Wis. 53706

V

VAL	Valiant Instructional Materials Corp. 172 Walker Ln. Englewood, N.J. 07631
VDE	Virginia State Department of Education Film Production Service State Office Bldg. Richmond, Va. 23219
VPD3M	Visual Products Division, 3M Co. Box 3100 St. Paul, Minn. 55101

W

WOLFF	Wolff Studios, Inc. 1714 North Wilton Pl. Los Angeles, Calif. 90028
WSU	Wayne State University Audio-Visual Utilization Center 5448 Cass Ave. Detroit, Mich. 48202
WTG	W. T. Grant Co. Apply any local store
WTTW	WTTW-TV East Hillside Dr. Bloomington, Ind. 47401

X

XEROX	Xerox Corp. Advertising Division Box 1540 Rochester, N.Y. 14600

Y

YAF	Young America Films Distributed by McGraw-Hill Textfilms

Producers and Distributors

Alphabetical by Name

A

A. B. Dick Co.	DIC
A. P. Parts Corp.	APPC
Adjusto Equipment Co.	ADJUSTO
Allied Stores Corp.	ALLD
Almanac Films, Inc.	ALM
American Advertising Fed.	AAF
American Air Lines, Inc.	AMAIR
American Arbitration Assn.	AARA
American Bankers Assn.	ABA
American Economic Foundation	AEF
American Express Co.	AMEXCO
American Institute of Architects	AIA
American Institute of Certified Public Accountants	AICPA
American Insurance Assn.	AMINA
American Iron and Steel Institute	AIAS
American Stock Exchange	ASE
American Trucking Assn., Inc.	ATA
American Viscose Corp.	AVCO
American Waterways Operators, Inc.	AWO
Anne Saum and Assoc.	SAUM
Armour and Co.	ARMOUR
Artistic Typing Headquarters	ATH
Associated Merchandising Corp.	AMC
Association Films, Inc.	AF
The Association for Bank Audit, Control, and Operation	NABAC
Association of National Advertisers	ANA
Auburn University	AUBU
Audiovision, Inc.	ADV
Audio Visual Assoc.	AVA
Audit Bureau of Circulations	AUBC
Automobile Manufacturers Assn., Inc.	AUTO

B

Bailey Films, Inc.	BAILEY
Bank Administration Institute	BAI

Bates Fabric Manufacturing Co.	BFMC
British Information Service	BIS
Business Education Films	BEF
Business Education Visual Aids, Inc.	BEVA

C

Carousel Films, Inc.	CAROUF
Centron Corp.	CENTRO
Chamber of Commerce of the United States	USCC
Chase Manhattan Bank	CMB
Chicago Board of Trade	CBT
Churchill Films	CF
Cluett, Peabody and Co., Inc.	CLUETT
Columbia Broadcasting Co.	CBSTV
Connecuticut Mutual Life Insurance Co.	CMLIC
Consumers Union Film Dept.	CU
Conveyor Equipment Manufacturing Assn.	CEMA
Cooperative League of the U.S.A.	CLUSA
Corning Glass Works	CGW
Coronet Films	CORF
Creative Arts Studio	CAS
Credit Union National Assn.	CUNA

D

The Dartnell Corp.	DARTNL
Dictation Disc Co.	DDC
Du Art Film Labs, Inc.	DUART
Dun and Bradstreet, Inc.	DBI

E

E. D. Crim Publications	CRIM
E. I. du Pont de Nemours and Co.	DUPONT
EMC Corp.	EMCC
Eastman Kodak Co.	EKC
Educational Research Assoc.	ERAS
Encyclopaedia Britannica Educational Corp.	EBE
Ernst, Inc.	ERN
Eye Gate House, Inc.	EGH

F

Federal Aviation Adm.	FAA
Film Associates of California	FA
Firestone Tire and Rubber Co.	FTARC
Ford Motor Co.	FORD
Friden, Inc.	FRIDEN
Frith Films	FRITH
Fuller Brush Co.	FBC

Producers and Distributors by Name

G

General Foods Corp.	GEFOOD
General Mills, Inc.	GEMILL
General Motors Corp.	GM
George F. Cram Co.	CRAM
Gilbert Altschul Productions	ALTSUL
Gregg Publishing Co.	GREGG
Guidance Assoc.	GA

H

Henry Strauss and Co.	STRAUS

I

Illinois Central Railroad	ICR
Indiana University	INDU
Institute of Life Insurance	INLI
Insurance Information Institute	IINFOI
Internal Revenue Service	IRS
International Business Machines Corp. (films)	IBM
International Business Machines Corp. (tapes)	IBMC
International Business Machines World Trade Corp.	IBMWTC
International Film Bureau	IFB

J

J. C. Penney Co., Inc.	PENN
J. Weston Walsh	JWW
Jam Handy Org.	HANDY
Joint Council on Economic Education	JCEE

K

Kimberly-Clark Corp.	KIMBCK

L

Learning Through Seeing, Inc.	LTS
Leather Industries of America	LIA
Life Magazine	LIFE
Lloyd's of London	LOL
Lockheed Aircraft Corp.	LAS

M

Marsh-Pierce Corp.	MPC
Maytag Co.	MAY
McGraw-Hill Textfilms	MGHT
Merchandiser Film Productions	MER
Merrill Lynch, Pierce, Fenner, and Smith	MLPFS
Metro-Goldwyn-Meyer Studio	MGM
Modern Learning Aids	MLA.

Modern Talking Picture Service	MTP
Money Management Institute	MMI
Montgomery Ward and Co.	MONW
Moore Business Forms, Inc.	MOORE
Mullins Manufacturing Corp.	MULCO

N

National Association of Manufacturers	NAM
National Association of Retail Grocers	NARGUS
National Blank Book Co., Inc.	NATLBB
National Board of Fire Underwriters	NBU
National Broadcasting Co.	NBCTV
National Cash Register Co.	NCR
National Consumer Finance Assn.	NCFA
National Education Program	NEP
National Educational Films	NEF
National Educational Television	NET
National Film Board of Canada	NFBC
National Food Brokers Assn.	NFBA
National Industrial Conference Board	NICB
National Safety Council	NSC
National Secretaries Assn.	NSA
New England Mutual Life Insurance Co.	NEMLIC
New York State Bankers Assn.	NYSBA
New York State Department of Commerce	NYSDC
New York State Waterways Assoc., Inc.	NYSWA
New York Stock Exchange	NYSE
New York Telephone Co.	BELL
New York Times	NYT
New York University Film Library	NYU
Norwood Films	NF

O

Olivetti-Underwood Corp.	UNDERW

P

Point-of-Purchase Advertising Institute, Inc.	PPAI
Port of New York Authority	PNYA
Proctor and Gamble Co.	PROGAM
Progressive Pictures	PGP

R

Remington Rand Office Machines, Division of Sperry Rand Corp.	RRAND
Republic Pictures Corp.	REP

Producers and Distributors by Name

Republic Steel Corp.	RSC
Reynolds Metal Co.	REYMC
Ringsby Truck Lines, Inc.	RTL
Roundtable Films, Inc.	RTBL
Royal Typewriter Co., Inc.	ROYAL
Rubber Manufacturers Assn.	RMA

S

Scholastic Magazines, Inc.	SCHMAG
Sears, Roebuck and Co.	SEARS
Society for Visual Education	SVE
Southwestern Publishing Co.	SWPC
Standard Pressed Steel Co.	SPSC
Stanley Bowmar Co.	SBC
State University College at Buffalo	SUNYB
State University of New York at Albany	SUNYA
Sterling Educational Films	SF
Sterling Movies USA, Inc.	SMUSA
Sutherland Educational Films, Inc.	SUEF
Swift and Co.	SWIFT
Syracuse University	SYRCU

T

Teaching Aids, Inc.	TAI
Teaching Film Custodians	TFC
Tecnifax Corp.	TECN
Tweedy Transparencies	TWEEDY

U

U.S. Bureau of the Census	USBC
U.S. Civil Service Comm.	USCSC
U.S. Department of Argiculture	USDA
U.S. Federal Reserve Bank	USFRB
U.S. Plywood Corp.	USPLC
U.S. Social Security Adm.	USSSA
United Aircraft Corp.	UAIRC
United Transparencies, Inc.	UTI
United World Films, Inc.	UWF
UNIVAC Division of Sperry Rand Corp.	UNIVAC
Universal Education and Visual Aids	UEVA
University of Illinois	UILL
University of Minnesota	UMINN
University of Wisconsin	UWISC
Utility Airplane Council	UAC

V

Valiant Instructional Materials Corp.	VAL

Virginia State Department of Education	**VDE**
Visual Products Division, 3M Co.	**VPD3M**

W

W. T. Grant Co.	**WTG**
WTTW-TV	**WTTW**
Wayne State University	**WSU**
Wolff Studios, Inc.	**WOLFF**

X

Xerox Corp.	**XEROX**

Y

Young America Films	**YAF**

Using Audiovisual Materials

Audiovisual materials are both a tool for teaching and an avenue for learning. While no particular amount of time is recommended for using audiovisual materials, it is suggested that they be used with a variety of learning activities and that the instructor not devote an entire class session to the use of such materials.

Audiovisual materials lend themselves well to bring about a high level of involvement. When working with adults, it is well to remember that much can be learned from each other. It is with the idea of getting people involved and having them make contributions, that these comments are made.

The following suggestions may assist the instructor as he prepares an overall plan for the use of audiovisual materials. The ideas presented should allow for a comprehensive coverage of the content and the efficient use of class time and include:

- Plan the Presentation (Organization and Methods)
- Prepare the Equipment and Materials
- Orient the Class (Background Material)
- Present the Lesson
- Summarize Concepts and Understandings
- Evaluate Knowledges Acquired
- Followup with Opportunities to Explore New Knowledges
- Return the Equipment and Materials

Plan the Presentation (Organization and Methods)

Always preview any audiovisual material to become familiar with its content and to see that it correlates with the lesson. Adult students dislike "time fillers" and inappropriate presentations. While previewing, prepare comments which might answer such questions as:

- What is being illustrated?
- Why is the presented material important?
- What are the important terms and understandings being presented?
- What are some appropriate topics which could be used to stimulate class discussions?

Prepare the Equipment and Materials

Request the required equipment several days ahead of time from the director of adult education or person in charge of audiovisual equipment. Then see that it is delivered prior to the starting of the class. Before the class begins, practice with the equipment until you feel comfortable using it. Arrange the room so that everyone can see and is comfortable. Have a screen ready and place it so that the least amount of outside light is reflected onto it. The wall may be used, but a beaded screen is much more desirable. The larger the room and the larger the audience, the larger the screen that is needed. Be sure there is a table for the projector, an electrical outlet, and extension cord (the cord with the projector is usually short), and a spare projector lamp available in case the one in use fails.

If the class is held during the day, be sure the room can be darkened and ventilated. Check to see if the lights can be turned off without shutting off the power to the projector. At the conclusion of the presentation, allow the fan on the machine to cool the equipment for a few minutes before completely shutting off the power.

Orient the Class (Background Material)

Explain to the class what they will see. Discuss the more important terms used and indicate the main points to be presented.

Present the Lesson

Have the film threaded and projector ready for use. Stop the film or filmstrip for discussion as the need arises during the showing instead of waiting until the presentation has been completed. A filmstrip offers flexibility for it may be used as a whole or as a part whichever is appropriate to the lesson. It may also be stopped at any frame for discussion or questions. At the end of the showing give your comments and encourage discussion and questions from the students.

Summarize Concepts and Understandings

Itemize the important learnings on the chalkboard as they are contributed by the class. Allow time for the students to raise other questions which may lead to a more complete understanding. Encourage students to keep some kind of notation for future review.

Evaluate Knowledges Acquired

Prepare a list of questions which might assist students to evaluate how well they have learned the important points of the lesson. One approach might be for the teacher to present the question and pause for a few moments to allow the students to form their answers before responding. Interest could be generated by asking the students to keep track of their number of correct answers.

Followup with Opportunities to Explore New Knowledges

Introduce a few new topics for discussion which will motivate the students to project their understandings.

Return the Equipment and Materials

After the class is over make arrangements to return the equipment and school-owned audiovisual materials. For an item ordered from an out-of-school source, complete the required attendance report, prepare the material for mailing, and leave it so that it may be returned promptly.

This booklet is published primarily for use in the schools of New York State, and free copies are available to New York State school personnel when ordered through a school administrator from the Publications Distribution Unit, State Education Building, Albany, New York 12224.

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